



# Restaurant Market Potential

1700 Evans Rd, Melbourne, Florida, 32904  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 28.08325  
 Longitude: -80.65451

Demographic Summary		2017	2022
Population		5,299	5,604
Population 18+		4,503	4,752
Households		2,440	2,577
Median Household Income		\$40,466	\$44,864

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	3,364	74.7%	100
Went to family restaurant/steak house 4+ times/mo	1,321	29.3%	107
Spent at family rest/steak hse last 6 months: <\$31	426	9.5%	124
Spent at family rest/steak hse last 6 months: \$31-50	436	9.7%	112
Spent at family rest/steak hse last 6 months: \$51-100	658	14.6%	99
Spent at family rest/steak hse last 6 months: \$101-200	436	9.7%	87
Spent at family rest/steak hse last 6 months: \$201-300	173	3.8%	81
Spent at family rest/steak hse last 6 months: \$301+	266	5.9%	97
Family restaurant/steak house last 6 months: breakfast	606	13.5%	106
Family restaurant/steak house last 6 months: lunch	926	20.6%	108
Family restaurant/steak house last 6 months: dinner	2,155	47.9%	103
Family restaurant/steak house last 6 months: snack	99	2.2%	115
Family restaurant/steak house last 6 months: weekday	1,532	34.0%	110
Family restaurant/steak house last 6 months: weekend	1,846	41.0%	99
Fam rest/steak hse/6 months: Applebee`s	1,113	24.7%	109
Fam rest/steak hse/6 months: Bob Evans Farms	236	5.2%	142
Fam rest/steak hse/6 months: Buffalo Wild Wings	406	9.0%	94
Fam rest/steak hse/6 months: California Pizza Kitchen	100	2.2%	70
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	176	3.9%	118
Fam rest/steak hse/6 months: The Cheesecake Factory	163	3.6%	58
Fam rest/steak hse/6 months: Chili`s Grill & Bar	460	10.2%	92
Fam rest/steak hse/6 months: CiCi`s Pizza	198	4.4%	112
Fam rest/steak hse/6 months: Cracker Barrel	620	13.8%	132
Fam rest/steak hse/6 months: Denny`s	456	10.1%	114
Fam rest/steak hse/6 months: Golden Corral	435	9.7%	128
Fam rest/steak hse/6 months: IHOP	412	9.1%	87
Fam rest/steak hse/6 months: Logan`s Roadhouse	187	4.2%	111
Fam rest/steak hse/6 months: LongHorn Steakhouse	249	5.5%	113
Fam rest/steak hse/6 months: Olive Garden	776	17.2%	101
Fam rest/steak hse/6 months: Outback Steakhouse	495	11.0%	120
Fam rest/steak hse/6 months: Red Lobster	521	11.6%	101
Fam rest/steak hse/6 months: Red Robin	218	4.8%	75
Fam rest/steak hse/6 months: Ruby Tuesday	301	6.7%	115
Fam rest/steak hse/6 months: Texas Roadhouse	304	6.8%	84
Fam rest/steak hse/6 months: T.G.I. Friday`s	292	6.5%	93
Fam rest/steak hse/6 months: Waffle House	241	5.4%	98
Went to fast food/drive-in restaurant in last 6 mo	4,084	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	1,814	40.3%	103
Spent at fast food/drive-in last 6 months: <\$11	258	5.7%	126
Spent at fast food/drive-in last 6 months: \$11-\$20	394	8.7%	105
Spent at fast food/drive-in last 6 months: \$21-\$40	561	12.5%	99
Spent at fast food/drive-in last 6 months: \$41-\$50	459	10.2%	131
Spent at fast food/drive-in last 6 months: \$51-\$100	759	16.9%	101
Spent at fast food/drive-in last 6 months: \$101-\$200	418	9.3%	84
Spent at fast food/drive-in last 6 months: \$201+	365	8.1%	82

**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 2017 and 2022.



# Restaurant Market Potential

1700 Evans Rd, Melbourne, Florida, 32904  
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 Latitude: 28.08325  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	1,721	38.2%	105
Fast food/drive-in last 6 months: home delivery	326	7.2%	94
Fast food/drive-in last 6 months: take-out/drive-thru	2,188	48.6%	106
Fast food/drive-in last 6 months: take-out/walk-in	906	20.1%	100
Fast food/drive-in last 6 months: breakfast	1,480	32.9%	100
Fast food/drive-in last 6 months: lunch	2,318	51.5%	104
Fast food/drive-in last 6 months: dinner	2,138	47.5%	105
Fast food/drive-in last 6 months: snack	472	10.5%	87
Fast food/drive-in last 6 months: weekday	2,820	62.6%	107
Fast food/drive-in last 6 months: weekend	2,016	44.8%	97
Fast food/drive-in last 6 months: A & W	162	3.6%	133
Fast food/drive-in last 6 months: Arby`s	897	19.9%	123
Fast food/drive-in last 6 months: Baskin-Robbins	89	2.0%	59
Fast food/drive-in last 6 months: Boston Market	124	2.8%	79
Fast food/drive-in last 6 months: Burger King	1,449	32.2%	109
Fast food/drive-in last 6 months: Captain D`s	179	4.0%	114
Fast food/drive-in last 6 months: Carl`s Jr.	159	3.5%	62
Fast food/drive-in last 6 months: Checkers	175	3.9%	123
Fast food/drive-in last 6 months: Chick-fil-A	808	17.9%	95
Fast food/drive-in last 6 months: Chipotle Mex. Grill	384	8.5%	72
Fast food/drive-in last 6 months: Chuck E. Cheese`s	144	3.2%	99
Fast food/drive-in last 6 months: Church`s Fr. Chicken	131	2.9%	81
Fast food/drive-in last 6 months: Cold Stone Creamery	121	2.7%	95
Fast food/drive-in last 6 months: Dairy Queen	789	17.5%	117
Fast food/drive-in last 6 months: Del Taco	108	2.4%	67
Fast food/drive-in last 6 months: Domino`s Pizza	504	11.2%	92
Fast food/drive-in last 6 months: Dunkin` Donuts	525	11.7%	93
Fast food/drive-in last 6 months: Hardee`s	296	6.6%	117
Fast food/drive-in last 6 months: Jack in the Box	256	5.7%	68
Fast food/drive-in last 6 months: KFC	1,063	23.6%	112
Fast food/drive-in last 6 months: Krispy Kreme	157	3.5%	70
Fast food/drive-in last 6 months: Little Caesars	538	11.9%	101
Fast food/drive-in last 6 months: Long John Silver`s	253	5.6%	127
Fast food/drive-in last 6 months: McDonald`s	2,400	53.3%	99
Went to Panda Express in last 6 months	215	4.8%	59
Fast food/drive-in last 6 months: Panera Bread	457	10.1%	88
Fast food/drive-in last 6 months: Papa John`s	440	9.8%	114
Fast food/drive-in last 6 months: Papa Murphy`s	232	5.2%	107
Fast food/drive-in last 6 months: Pizza Hut	928	20.6%	107
Fast food/drive-in last 6 months: Popeyes Chicken	328	7.3%	92
Fast food/drive-in last 6 months: Quiznos	84	1.9%	77
Fast food/drive-in last 6 months: Sonic Drive-In	583	12.9%	116
Fast food/drive-in last 6 months: Starbucks	558	12.4%	78
Fast food/drive-in last 6 months: Steak `n Shake	328	7.3%	137
Fast food/drive-in last 6 months: Subway	1,429	31.7%	102
Fast food/drive-in last 6 months: Taco Bell	1,453	32.3%	106
Fast food/drive-in last 6 months: Wendy`s	1,338	29.7%	110
Fast food/drive-in last 6 months: Whataburger	130	2.9%	66
Fast food/drive-in last 6 months: White Castle	141	3.1%	99

**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 2017 and 2022.



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Went to fine dining restaurant last month	451	10.0%	94
Went to fine dining restaurant 3+ times last month	124	2.8%	89
Spent at fine dining rest in last 6 months: <\$51	103	2.3%	121
Spent at fine dining rest in last 6 months: \$51-\$100	162	3.6%	106
Spent at fine dining rest in last 6 months: \$101-\$200	131	2.9%	89
Spent at fine dining rest in last 6 months: \$201+	111	2.5%	74

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# Restaurant Market Potential

1700 Evans Rd, Melbourne, Florida, 32904  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 28.08325  
 Longitude: -80.65451

Demographic Summary	2017	2022
Population	55,159	58,445
Population 18+	45,969	48,757
Households	23,970	25,368
Median Household Income	\$42,555	\$48,158

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	34,587	75.2%	101
Went to family restaurant/steak house 4+ times/mo	13,065	28.4%	104
Spent at family rest/steak hse last 6 months: <\$31	4,113	8.9%	117
Spent at family rest/steak hse last 6 months: \$31-50	4,279	9.3%	108
Spent at family rest/steak hse last 6 months: \$51-100	6,954	15.1%	102
Spent at family rest/steak hse last 6 months: \$101-200	5,227	11.4%	102
Spent at family rest/steak hse last 6 months: \$201-300	1,991	4.3%	92
Spent at family rest/steak hse last 6 months: \$301+	2,849	6.2%	102
Family restaurant/steak house last 6 months: breakfast	6,170	13.4%	106
Family restaurant/steak house last 6 months: lunch	9,140	19.9%	104
Family restaurant/steak house last 6 months: dinner	21,999	47.9%	103
Family restaurant/steak house last 6 months: snack	899	2.0%	102
Family restaurant/steak house last 6 months: weekday	15,009	32.7%	106
Family restaurant/steak house last 6 months: weekend	18,998	41.3%	100
Fam rest/steak hse/6 months: Applebee`s	11,490	25.0%	110
Fam rest/steak hse/6 months: Bob Evans Farms	2,768	6.0%	163
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,345	9.5%	99
Fam rest/steak hse/6 months: California Pizza Kitchen	1,064	2.3%	73
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,682	3.7%	111
Fam rest/steak hse/6 months: The Cheesecake Factory	2,079	4.5%	72
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,411	9.6%	87
Fam rest/steak hse/6 months: CiCi`s Pizza	1,635	3.6%	90
Fam rest/steak hse/6 months: Cracker Barrel	5,848	12.7%	122
Fam rest/steak hse/6 months: Denny`s	3,937	8.6%	97
Fam rest/steak hse/6 months: Golden Corral	4,115	9.0%	119
Fam rest/steak hse/6 months: IHOP	4,303	9.4%	89
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,949	4.2%	114
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,546	5.5%	113
Fam rest/steak hse/6 months: Olive Garden	8,237	17.9%	105
Fam rest/steak hse/6 months: Outback Steakhouse	4,726	10.3%	113
Fam rest/steak hse/6 months: Red Lobster	5,399	11.7%	102
Fam rest/steak hse/6 months: Red Robin	2,554	5.6%	86
Fam rest/steak hse/6 months: Ruby Tuesday	3,159	6.9%	119
Fam rest/steak hse/6 months: Texas Roadhouse	3,815	8.3%	103
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,983	6.5%	93
Fam rest/steak hse/6 months: Waffle House	2,343	5.1%	93
Went to fast food/drive-in restaurant in last 6 mo	41,499	90.3%	100
Went to fast food/drive-in restaurant 9+ times/mo	18,303	39.8%	101
Spent at fast food/drive-in last 6 months: <\$11	2,493	5.4%	120
Spent at fast food/drive-in last 6 months: \$11-\$20	4,141	9.0%	108
Spent at fast food/drive-in last 6 months: \$21-\$40	5,823	12.7%	101
Spent at fast food/drive-in last 6 months: \$41-\$50	3,693	8.0%	103
Spent at fast food/drive-in last 6 months: \$51-\$100	7,881	17.1%	103
Spent at fast food/drive-in last 6 months: \$101-\$200	5,023	10.9%	99
Spent at fast food/drive-in last 6 months: \$201+	4,252	9.2%	93

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	16,948	36.9%	101
Fast food/drive-in last 6 months: home delivery	3,522	7.7%	99
Fast food/drive-in last 6 months: take-out/drive-thru	22,149	48.2%	105
Fast food/drive-in last 6 months: take-out/walk-in	9,257	20.1%	100
Fast food/drive-in last 6 months: breakfast	15,209	33.1%	101
Fast food/drive-in last 6 months: lunch	23,345	50.8%	103
Fast food/drive-in last 6 months: dinner	21,454	46.7%	104
Fast food/drive-in last 6 months: snack	5,455	11.9%	98
Fast food/drive-in last 6 months: weekday	28,012	60.9%	104
Fast food/drive-in last 6 months: weekend	21,338	46.4%	101
Fast food/drive-in last 6 months: A & W	1,533	3.3%	123
Fast food/drive-in last 6 months: Arby`s	9,390	20.4%	126
Fast food/drive-in last 6 months: Baskin-Robbins	1,011	2.2%	65
Fast food/drive-in last 6 months: Boston Market	1,433	3.1%	89
Fast food/drive-in last 6 months: Burger King	14,711	32.0%	108
Fast food/drive-in last 6 months: Captain D`s	1,650	3.6%	103
Fast food/drive-in last 6 months: Carl`s Jr.	1,307	2.8%	50
Fast food/drive-in last 6 months: Checkers	1,366	3.0%	94
Fast food/drive-in last 6 months: Chick-fil-A	8,134	17.7%	93
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,380	9.5%	80
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,281	2.8%	86
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,263	2.7%	77
Fast food/drive-in last 6 months: Cold Stone Creamery	1,099	2.4%	84
Fast food/drive-in last 6 months: Dairy Queen	7,971	17.3%	116
Fast food/drive-in last 6 months: Del Taco	932	2.0%	57
Fast food/drive-in last 6 months: Domino`s Pizza	5,215	11.3%	94
Fast food/drive-in last 6 months: Dunkin` Donuts	5,732	12.5%	99
Fast food/drive-in last 6 months: Hardee`s	3,028	6.6%	117
Fast food/drive-in last 6 months: Jack in the Box	2,449	5.3%	64
Fast food/drive-in last 6 months: KFC	11,090	24.1%	114
Fast food/drive-in last 6 months: Krispy Kreme	1,859	4.0%	81
Fast food/drive-in last 6 months: Little Caesars	5,504	12.0%	101
Fast food/drive-in last 6 months: Long John Silver`s	2,492	5.4%	123
Fast food/drive-in last 6 months: McDonald`s	25,455	55.4%	103
Went to Panda Express in last 6 months	2,463	5.4%	66
Fast food/drive-in last 6 months: Panera Bread	5,222	11.4%	98
Fast food/drive-in last 6 months: Papa John`s	3,928	8.5%	99
Fast food/drive-in last 6 months: Papa Murphy`s	2,278	5.0%	103
Fast food/drive-in last 6 months: Pizza Hut	9,285	20.2%	104
Fast food/drive-in last 6 months: Popeyes Chicken	3,021	6.6%	83
Fast food/drive-in last 6 months: Quiznos	1,016	2.2%	91
Fast food/drive-in last 6 months: Sonic Drive-In	5,150	11.2%	100
Fast food/drive-in last 6 months: Starbucks	6,047	13.2%	82
Fast food/drive-in last 6 months: Steak `n Shake	3,208	7.0%	131
Fast food/drive-in last 6 months: Subway	14,550	31.7%	102
Fast food/drive-in last 6 months: Taco Bell	14,451	31.4%	104
Fast food/drive-in last 6 months: Wendy`s	13,497	29.4%	109
Fast food/drive-in last 6 months: Whataburger	1,318	2.9%	65
Fast food/drive-in last 6 months: White Castle	1,530	3.3%	105

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Went to fine dining restaurant last month	4,988	10.9%	101
Went to fine dining restaurant 3+ times last month	1,331	2.9%	94
Spent at fine dining rest in last 6 months: <\$51	1,039	2.3%	120
Spent at fine dining rest in last 6 months: \$51-\$100	1,689	3.7%	108
Spent at fine dining rest in last 6 months: \$101-\$200	1,444	3.1%	97
Spent at fine dining rest in last 6 months: \$201+	1,225	2.7%	79

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# Restaurant Market Potential

1700 Evans Rd, Melbourne, Florida, 32904  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 28.08325  
 Longitude: -80.65451

Demographic Summary	2017	2022
Population	128,076	135,224
Population 18+	105,861	111,976
Households	55,620	58,610
Median Household Income	\$42,727	\$48,081

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	79,474	75.1%	100
Went to family restaurant/steak house 4+ times/mo	30,097	28.4%	104
Spent at family rest/steak hse last 6 months: <\$31	9,491	9.0%	117
Spent at family rest/steak hse last 6 months: \$31-50	9,984	9.4%	109
Spent at family rest/steak hse last 6 months: \$51-100	15,559	14.7%	99
Spent at family rest/steak hse last 6 months: \$101-200	11,523	10.9%	97
Spent at family rest/steak hse last 6 months: \$201-300	4,632	4.4%	92
Spent at family rest/steak hse last 6 months: \$301+	6,257	5.9%	97
Family restaurant/steak house last 6 months: breakfast	13,848	13.1%	103
Family restaurant/steak house last 6 months: lunch	20,787	19.6%	103
Family restaurant/steak house last 6 months: dinner	50,002	47.2%	102
Family restaurant/steak house last 6 months: snack	2,017	1.9%	100
Family restaurant/steak house last 6 months: weekday	33,875	32.0%	104
Family restaurant/steak house last 6 months: weekend	43,052	40.7%	98
Fam rest/steak hse/6 months: Applebee`s	26,372	24.9%	110
Fam rest/steak hse/6 months: Bob Evans Farms	5,865	5.5%	150
Fam rest/steak hse/6 months: Buffalo Wild Wings	9,954	9.4%	98
Fam rest/steak hse/6 months: California Pizza Kitchen	2,167	2.0%	64
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,627	3.4%	104
Fam rest/steak hse/6 months: The Cheesecake Factory	4,337	4.1%	65
Fam rest/steak hse/6 months: Chili`s Grill & Bar	10,359	9.8%	88
Fam rest/steak hse/6 months: CiCi`s Pizza	4,082	3.9%	98
Fam rest/steak hse/6 months: Cracker Barrel	13,305	12.6%	121
Fam rest/steak hse/6 months: Denny`s	9,029	8.5%	96
Fam rest/steak hse/6 months: Golden Corral	9,603	9.1%	121
Fam rest/steak hse/6 months: IHOP	10,034	9.5%	90
Fam rest/steak hse/6 months: Logan`s Roadhouse	4,811	4.5%	122
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,692	5.4%	110
Fam rest/steak hse/6 months: Olive Garden	18,722	17.7%	104
Fam rest/steak hse/6 months: Outback Steakhouse	9,993	9.4%	103
Fam rest/steak hse/6 months: Red Lobster	12,901	12.2%	106
Fam rest/steak hse/6 months: Red Robin	5,719	5.4%	83
Fam rest/steak hse/6 months: Ruby Tuesday	7,014	6.6%	114
Fam rest/steak hse/6 months: Texas Roadhouse	8,847	8.4%	104
Fam rest/steak hse/6 months: T.G.I. Friday`s	6,587	6.2%	89
Fam rest/steak hse/6 months: Waffle House	6,015	5.7%	104
Went to fast food/drive-in restaurant in last 6 mo	95,883	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	42,271	39.9%	102
Spent at fast food/drive-in last 6 months: <\$11	5,684	5.4%	118
Spent at fast food/drive-in last 6 months: \$11-\$20	9,345	8.8%	106
Spent at fast food/drive-in last 6 months: \$21-\$40	13,325	12.6%	100
Spent at fast food/drive-in last 6 months: \$41-\$50	8,926	8.4%	108
Spent at fast food/drive-in last 6 months: \$51-\$100	17,723	16.7%	100
Spent at fast food/drive-in last 6 months: \$101-\$200	11,658	11.0%	100
Spent at fast food/drive-in last 6 months: \$201+	9,661	9.1%	92

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# Restaurant Market Potential

1700 Evans Rd, Melbourne, Florida, 32904  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 28.08325  
 Longitude: -80.65451

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	39,001	36.8%	101
Fast food/drive-in last 6 months: home delivery	7,759	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	51,209	48.4%	105
Fast food/drive-in last 6 months: take-out/walk-in	20,347	19.2%	95
Fast food/drive-in last 6 months: breakfast	35,294	33.3%	102
Fast food/drive-in last 6 months: lunch	53,242	50.3%	102
Fast food/drive-in last 6 months: dinner	49,392	46.7%	104
Fast food/drive-in last 6 months: snack	12,003	11.3%	94
Fast food/drive-in last 6 months: weekday	64,175	60.6%	104
Fast food/drive-in last 6 months: weekend	48,583	45.9%	100
Fast food/drive-in last 6 months: A & W	3,685	3.5%	129
Fast food/drive-in last 6 months: Arby`s	21,789	20.6%	127
Fast food/drive-in last 6 months: Baskin-Robbins	2,398	2.3%	67
Fast food/drive-in last 6 months: Boston Market	3,205	3.0%	87
Fast food/drive-in last 6 months: Burger King	33,855	32.0%	108
Fast food/drive-in last 6 months: Captain D`s	4,081	3.9%	110
Fast food/drive-in last 6 months: Carl`s Jr.	3,057	2.9%	51
Fast food/drive-in last 6 months: Checkers	3,235	3.1%	97
Fast food/drive-in last 6 months: Chick-fil-A	18,344	17.3%	91
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,712	9.2%	77
Fast food/drive-in last 6 months: Chuck E. Cheese`s	3,081	2.9%	90
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,131	3.0%	83
Fast food/drive-in last 6 months: Cold Stone Creamery	2,603	2.5%	87
Fast food/drive-in last 6 months: Dairy Queen	18,796	17.8%	119
Fast food/drive-in last 6 months: Del Taco	2,152	2.0%	57
Fast food/drive-in last 6 months: Domino`s Pizza	11,726	11.1%	92
Fast food/drive-in last 6 months: Dunkin` Donuts	12,464	11.8%	94
Fast food/drive-in last 6 months: Hardee`s	7,665	7.2%	129
Fast food/drive-in last 6 months: Jack in the Box	5,568	5.3%	63
Fast food/drive-in last 6 months: KFC	25,019	23.6%	112
Fast food/drive-in last 6 months: Krispy Kreme	4,649	4.4%	88
Fast food/drive-in last 6 months: Little Caesars	12,834	12.1%	102
Fast food/drive-in last 6 months: Long John Silver`s	6,252	5.9%	134
Fast food/drive-in last 6 months: McDonald`s	58,454	55.2%	103
Went to Panda Express in last 6 months	5,365	5.1%	63
Fast food/drive-in last 6 months: Panera Bread	11,210	10.6%	92
Fast food/drive-in last 6 months: Papa John`s	9,004	8.5%	99
Fast food/drive-in last 6 months: Papa Murphy`s	5,233	4.9%	103
Fast food/drive-in last 6 months: Pizza Hut	21,762	20.6%	106
Fast food/drive-in last 6 months: Popeyes Chicken	7,192	6.8%	86
Fast food/drive-in last 6 months: Quiznos	2,275	2.1%	88
Fast food/drive-in last 6 months: Sonic Drive-In	12,672	12.0%	107
Fast food/drive-in last 6 months: Starbucks	13,217	12.5%	78
Fast food/drive-in last 6 months: Steak `n Shake	7,269	6.9%	129
Fast food/drive-in last 6 months: Subway	33,645	31.8%	103
Fast food/drive-in last 6 months: Taco Bell	33,631	31.8%	105
Fast food/drive-in last 6 months: Wendy`s	30,776	29.1%	108
Fast food/drive-in last 6 months: Whataburger	3,236	3.1%	70
Fast food/drive-in last 6 months: White Castle	3,586	3.4%	107

**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 2017 and 2022.





## Restaurant Market Potential

1700 Evans Rd, Melbourne, Florida, 32904  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.08325  
Longitude: -80.65451

Went to fine dining restaurant last month	10,582	10.0%	93
Went to fine dining restaurant 3+ times last month	2,830	2.7%	86
Spent at fine dining rest in last 6 months: <\$51	2,181	2.1%	109
Spent at fine dining rest in last 6 months: \$51-\$100	3,658	3.5%	102
Spent at fine dining rest in last 6 months: \$101-\$200	3,065	2.9%	89
Spent at fine dining rest in last 6 months: \$201+	2,539	2.4%	72

**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 2017 and 2022.