



Restaurant Market Potential

Niceville Retail Trade Area 2016
Area: 165.62 square miles

Prepared by Esri

Demographic Summary	2015	2020
Population	85,143	90,989
Population 18+	67,598	72,298
Households	35,232	37,836
Median Household Income	\$54,602	\$62,022

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	53,551	79.2%	105
Went to family restaurant/steak house 4+ times/mo	21,454	31.7%	110
Spent at family rest/steak hse last 6 months: <\$31	5,309	7.9%	109
Spent at family rest/steak hse last 6 months: \$31-50	6,028	8.9%	105
Spent at family rest/steak hse last 6 months: \$51-100	10,109	15.0%	100
Spent at family rest/steak hse last 6 months: \$101-200	8,653	12.8%	105
Spent at family rest/steak hse last 6 months: \$201-300	4,617	6.8%	115
Spent at family rest/steak hse last 6 months: \$301+	5,809	8.6%	116
Family restaurant/steak house last 6 months: breakfast	9,464	14.0%	112
Family restaurant/steak house last 6 months: lunch	13,849	20.5%	105
Family restaurant/steak house last 6 months: dinner	35,899	53.1%	111
Family restaurant/steak house last 6 months: snack	1,229	1.8%	104
Family restaurant/steak house last 6 months: weekday	24,669	36.5%	115
Family restaurant/steak house last 6 months: weekend	30,666	45.4%	107
Fam rest/steak hse/6 months: Applebee` s	17,899	26.5%	106
Fam rest/steak hse/6 months: Bob Evans Farms	3,007	4.4%	119
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,519	8.2%	107
Fam rest/steak hse/6 months: California Pizza Kitchen	2,225	3.3%	101
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,232	3.3%	108
Fam rest/steak hse/6 months: The Cheesecake Factory	4,475	6.6%	97
Fam rest/steak hse/6 months: Chili`s Grill & Bar	9,259	13.7%	112
Fam rest/steak hse/6 months: CiCi`s Pizza	3,082	4.6%	103
Fam rest/steak hse/6 months: Cracker Barrel	7,384	10.9%	112
Fam rest/steak hse/6 months: Denny`s	6,488	9.6%	101
Fam rest/steak hse/6 months: Golden Corral	5,484	8.1%	94
Fam rest/steak hse/6 months: IHOP	7,957	11.8%	101
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,630	3.9%	109
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,275	4.8%	113
Fam rest/steak hse/6 months: Old Country Buffet	1,200	1.8%	84
Fam rest/steak hse/6 months: Olive Garden	13,878	20.5%	117
Fam rest/steak hse/6 months: Outback Steakhouse	7,289	10.8%	108
Fam rest/steak hse/6 months: Red Lobster	9,049	13.4%	106
Fam rest/steak hse/6 months: Red Robin	4,359	6.4%	108
Fam rest/steak hse/6 months: Ruby Tuesday	4,886	7.2%	105
Fam rest/steak hse/6 months: Texas Roadhouse	5,870	8.7%	117
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,962	7.3%	92
Fam rest/steak hse/6 months: Waffle House	3,386	5.0%	92
Went to fast food/drive-in restaurant in last 6 mo	62,386	92.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	28,154	41.6%	103
Spent at fast food/drive-in last 6 months: <\$11	3,193	4.7%	108
Spent at fast food/drive-in last 6 months: \$11-\$20	5,183	7.7%	100
Spent at fast food/drive-in last 6 months: \$21-\$40	8,270	12.2%	101
Spent at fast food/drive-in last 6 months: \$41-\$50	5,651	8.4%	111
Spent at fast food/drive-in last 6 months: \$51-\$100	11,076	16.4%	99
Spent at fast food/drive-in last 6 months: \$101-\$200	8,207	12.1%	101
Spent at fast food/drive-in last 6 months: \$201+	9,334	13.8%	113

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 2015 and 2020.

January 22, 2016



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	25,747	38.1%	105
Fast food/drive-in last 6 months: home delivery	5,878	8.7%	111
Fast food/drive-in last 6 months: take-out/drive-thru	33,721	49.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	14,103	20.9%	107
Fast food/drive-in last 6 months: breakfast	22,712	33.6%	102
Fast food/drive-in last 6 months: lunch	36,173	53.5%	106
Fast food/drive-in last 6 months: dinner	31,814	47.1%	106
Fast food/drive-in last 6 months: snack	8,427	12.5%	99
Fast food/drive-in last 6 months: weekday	42,142	62.3%	105
Fast food/drive-in last 6 months: weekend	32,944	48.7%	107
Fast food/drive-in last 6 months: A & W	2,340	3.5%	106
Fast food/drive-in last 6 months: Arby`s	12,083	17.9%	106
Fast food/drive-in last 6 months: Baskin-Robbins	2,085	3.1%	88
Fast food/drive-in last 6 months: Boston Market	2,112	3.1%	91
Fast food/drive-in last 6 months: Burger King	21,892	32.4%	102
Fast food/drive-in last 6 months: Captain D`s	2,032	3.0%	88
Fast food/drive-in last 6 months: Carl`s Jr.	4,371	6.5%	111
Fast food/drive-in last 6 months: Checkers	1,653	2.4%	83
Fast food/drive-in last 6 months: Chick-fil-A	12,001	17.8%	108
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,115	9.0%	97
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,153	3.2%	89
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,983	2.9%	81
Fast food/drive-in last 6 months: Cold Stone Creamery	2,476	3.7%	108
Fast food/drive-in last 6 months: Dairy Queen	9,807	14.5%	104
Fast food/drive-in last 6 months: Del Taco	2,463	3.6%	104
Fast food/drive-in last 6 months: Domino`s Pizza	8,402	12.4%	105
Fast food/drive-in last 6 months: Dunkin` Donuts	6,990	10.3%	92
Fast food/drive-in last 6 months: Hardee`s	3,753	5.6%	92
Fast food/drive-in last 6 months: Jack in the Box	5,995	8.9%	103
Fast food/drive-in last 6 months: KFC	14,844	22.0%	95
Fast food/drive-in last 6 months: Krispy Kreme	2,819	4.2%	99
Fast food/drive-in last 6 months: Little Caesars	8,193	12.1%	111
Fast food/drive-in last 6 months: Long John Silver`s	3,359	5.0%	89
Fast food/drive-in last 6 months: McDonald`s	37,739	55.8%	100
Fast food/drive-in last 6 months: Panera Bread	8,480	12.5%	119
Fast food/drive-in last 6 months: Papa John`s	6,533	9.7%	103
Fast food/drive-in last 6 months: Papa Murphy`s	4,070	6.0%	144
Fast food/drive-in last 6 months: Pizza Hut	13,502	20.0%	99
Fast food/drive-in last 6 months: Popeyes Chicken	4,593	6.8%	88
Fast food/drive-in last 6 months: Quiznos	2,865	4.2%	102
Fast food/drive-in last 6 months: Sonic Drive-In	8,038	11.9%	115
Fast food/drive-in last 6 months: Starbucks	10,640	15.7%	107
Fast food/drive-in last 6 months: Steak `n Shake	3,727	5.5%	114
Fast food/drive-in last 6 months: Subway	23,365	34.6%	103
Fast food/drive-in last 6 months: Taco Bell	22,376	33.1%	104
Fast food/drive-in last 6 months: Wendy`s	19,553	28.9%	101
Fast food/drive-in last 6 months: Whataburger	2,756	4.1%	108
Fast food/drive-in last 6 months: White Castle	2,192	3.2%	97

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Went to fine dining restaurant last month	8,965	13.3%	114
Went to fine dining restaurant 3+ times last month	2,449	3.6%	111
Spent at fine dining rest in last 6 months: <\$51	1,407	2.1%	104
Spent at fine dining rest in last 6 months: \$51-\$100	2,736	4.0%	109
Spent at fine dining rest in last 6 months: \$101-\$200	2,743	4.1%	112
Spent at fine dining rest in last 6 months: \$201+	3,246	4.8%	115

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