

Restaurant Market Potential

Bonita Springs
Area: 48.98 square miles

Prepared by Esri

Demographic Summary	2017	2022	
Population	52,051	59,337	
Population 18+	45,045	51,258	
Households	23,608	26,838	
Median Household Income	\$56,905	\$66,270	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	34,179	75.9%	101
Went to family restaurant/steak house 4+ times/mo	13,622	30.2%	110
Spent at family rest/steak hse last 6 months: <\$31	3,602	8.0%	105
Spent at family rest/steak hse last 6 months: \$31-50	3,842	8.5%	99
Spent at family rest/steak hse last 6 months: \$51-100	6,569	14.6%	98
Spent at family rest/steak hse last 6 months: \$101-200	5,866	13.0%	116
Spent at family rest/steak hse last 6 months: \$201-300	2,010	4.5%	94
Spent at family rest/steak hse last 6 months: \$301+	2,949	6.5%	107
Family restaurant/steak house last 6 months: breakfast	5,874	13.0%	103
Family restaurant/steak house last 6 months: lunch	9,235	20.5%	108
Family restaurant/steak house last 6 months: dinner	20,399	45.3%	98
Family restaurant/steak house last 6 months: snack	769	1.7%	89
Family restaurant/steak house last 6 months: weekday	15,533	34.5%	112
Family restaurant/steak house last 6 months: weekend	16,128	35.8%	86
Fam rest/steak hse/6 months: Applebee`s	9,817	21.8%	96
Fam rest/steak hse/6 months: Bob Evans Farms	1,956	4.3%	117
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,643	5.9%	61
Fam rest/steak hse/6 months: California Pizza Kitchen	1,506	3.3%	105
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,236	5.0%	150
Fam rest/steak hse/6 months: The Cheesecake Factory	2,154	4.8%	76
Fam rest/steak hse/6 months: Chili`s Grill & Bar	5,157	11.4%	104
Fam rest/steak hse/6 months: CiCi`s Pizza	1,639	3.6%	92
Fam rest/steak hse/6 months: Cracker Barrel	6,304	14.0%	134
Fam rest/steak hse/6 months: Denny`s	3,710	8.2%	93
Fam rest/steak hse/6 months: Golden Corral	3,073	6.8%	91
Fam rest/steak hse/6 months: IHOP	4,455	9.9%	94
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,584	3.5%	94
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,083	6.8%	140
Fam rest/steak hse/6 months: Olive Garden	7,839	17.4%	102
Fam rest/steak hse/6 months: Outback Steakhouse	5,071	11.3%	123
Fam rest/steak hse/6 months: Red Lobster	6,247	13.9%	121
Fam rest/steak hse/6 months: Red Robin	2,300	5.1%	79
Fam rest/steak hse/6 months: Ruby Tuesday	3,937	8.7%	151
Fam rest/steak hse/6 months: Texas Roadhouse	2,682	6.0%	74
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,310	5.1%	74
Fam rest/steak hse/6 months: Waffle House	1,913	4.2%	78
Went to fast food/drive-in restaurant in last 6 mo	40,248	89.4%	99
Went to fast food/drive-in restaurant 9+ times/mo	14,960	33.2%	85
Spent at fast food/drive-in last 6 months: <\$11	2,606	5.8%	128
Spent at fast food/drive-in last 6 months: \$11-\$20	4,693	10.4%	125
Spent at fast food/drive-in last 6 months: \$21-\$40	5,781	12.8%	102
Spent at fast food/drive-in last 6 months: \$41-\$50	3,462	7.7%	99
Spent at fast food/drive-in last 6 months: \$51-\$100	6,619	14.7%	88
Spent at fast food/drive-in last 6 months: \$101-\$200	4,287	9.5%	86
Spent at fast food/drive-in last 6 months: \$201+	3,191	7.1%	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.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	17,476	38.8%	106
Fast food/drive-in last 6 months: home delivery	2,283	5.1%	66
Fast food/drive-in last 6 months: take-out/drive-thru	17,839	39.6%	86
Fast food/drive-in last 6 months: take-out/walk-in	7,524	16.7%	83
Fast food/drive-in last 6 months: breakfast	14,580	32.4%	99
Fast food/drive-in last 6 months: lunch	22,205	49.3%	100
Fast food/drive-in last 6 months: dinner	16,963	37.7%	84
Fast food/drive-in last 6 months: snack	4,442	9.9%	82
Fast food/drive-in last 6 months: weekday	26,690	59.3%	101
Fast food/drive-in last 6 months: weekend	17,602	39.1%	85
Fast food/drive-in last 6 months: A & W	1,157	2.6%	95
Fast food/drive-in last 6 months: Arby`s	6,366	14.1%	87
Fast food/drive-in last 6 months: Baskin-Robbins	1,033	2.3%	68
Fast food/drive-in last 6 months: Boston Market	1,381	3.1%	88
Fast food/drive-in last 6 months: Burger King	10,439	23.2%	78
Fast food/drive-in last 6 months: Captain D`s	1,574	3.5%	100
Fast food/drive-in last 6 months: Carl`s Jr.	1,935	4.3%	76
Fast food/drive-in last 6 months: Checkers	1,476	3.3%	104
Fast food/drive-in last 6 months: Chick-fil-A	6,856	15.2%	80
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,301	7.3%	61
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,226	2.7%	84
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,362	3.0%	85
Fast food/drive-in last 6 months: Cold Stone Creamery	846	1.9%	66
Fast food/drive-in last 6 months: Dairy Queen	6,734	14.9%	100
Fast food/drive-in last 6 months: Del Taco	1,371	3.0%	86
Fast food/drive-in last 6 months: Domino`s Pizza	4,944	11.0%	91
Fast food/drive-in last 6 months: Dunkin` Donuts	5,775	12.8%	102
Fast food/drive-in last 6 months: Hardee`s	3,131	7.0%	124
Fast food/drive-in last 6 months: Jack in the Box	3,135	7.0%	83
Fast food/drive-in last 6 months: KFC	8,301	18.4%	87
Fast food/drive-in last 6 months: Krispy Kreme	1,828	4.1%	81
Fast food/drive-in last 6 months: Little Caesars	4,142	9.2%	77
Fast food/drive-in last 6 months: Long John Silver`s	1,859	4.1%	93
Fast food/drive-in last 6 months: McDonald`s	22,088	49.0%	91
Went to Panda Express in last 6 months	2,559	5.7%	70
Fast food/drive-in last 6 months: Panera Bread	4,834	10.7%	93
Fast food/drive-in last 6 months: Papa John`s	2,938	6.5%	76
Fast food/drive-in last 6 months: Papa Murphy`s	1,948	4.3%	90
Fast food/drive-in last 6 months: Pizza Hut	6,786	15.1%	78
Fast food/drive-in last 6 months: Popeyes Chicken	2,889	6.4%	81
Fast food/drive-in last 6 months: Quiznos	1,159	2.6%	106
Fast food/drive-in last 6 months: Sonic Drive-In	4,977	11.0%	99
Fast food/drive-in last 6 months: Starbucks	5,802	12.9%	81
Fast food/drive-in last 6 months: Steak `n Shake	2,400	5.3%	100
Fast food/drive-in last 6 months: Subway	13,169	29.2%	94
Fast food/drive-in last 6 months: Taco Bell	10,288	22.8%	75
Fast food/drive-in last 6 months: Wendy`s	10,581	23.5%	87
Fast food/drive-in last 6 months: Whataburger	1,835	4.1%	93
Fast food/drive-in last 6 months: White Castle	1,198	2.7%	84

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Went to fine dining restaurant last month	5,521	12.3%	115
Went to fine dining restaurant 3+ times last month	1,614	3.6%	116
Spent at fine dining rest in last 6 months: <\$51	1,051	2.3%	123
Spent at fine dining rest in last 6 months: \$51-\$100	1,425	3.2%	93
Spent at fine dining rest in last 6 months: \$101-\$200	1,419	3.2%	97
Spent at fine dining rest in last 6 months: \$201+	1,983	4.4%	131

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