

Demographic Summary	2015	2020
Population	47,883	52,625
Population 18+	41,174	45,007
Households	21,769	23,883
Median Household Income	\$55,833	\$64,605

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	31,348	76.1%	101
Went to family restaurant/steak house 4+ times/mo	13,366	32.5%	113
Spent at family rest/steak hse last 6 months: <\$31	3,037	7.4%	102
Spent at family rest/steak hse last 6 months: \$31-50	3,602	8.7%	103
Spent at family rest/steak hse last 6 months: \$51-100	6,046	14.7%	98
Spent at family rest/steak hse last 6 months: \$101-200	5,139	12.5%	103
Spent at family rest/steak hse last 6 months: \$201-300	2,327	5.7%	95
Spent at family rest/steak hse last 6 months: \$301+	3,030	7.4%	99
Family restaurant/steak house last 6 months: breakfast	5,332	12.9%	103
Family restaurant/steak house last 6 months: lunch	8,667	21.0%	108
Family restaurant/steak house last 6 months: dinner	19,171	46.6%	97
Family restaurant/steak house last 6 months: snack	767	1.9%	106
Family restaurant/steak house last 6 months: weekday	15,427	37.5%	118
Family restaurant/steak house last 6 months: weekend	15,968	38.8%	92
Fam rest/steak hse/6 months: Applebee` s	9,854	23.9%	96
Fam rest/steak hse/6 months: Bob Evans Farms	2,051	5.0%	134
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,049	5.0%	65
Fam rest/steak hse/6 months: California Pizza Kitchen	1,112	2.7%	83
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,044	7.4%	241
Fam rest/steak hse/6 months: The Cheesecake Factory	2,962	7.2%	105
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,912	11.9%	98
Fam rest/steak hse/6 months: CiCi`s Pizza	1,575	3.8%	86
Fam rest/steak hse/6 months: Cracker Barrel	5,736	13.9%	143
Fam rest/steak hse/6 months: Denny`s	3,972	9.6%	102
Fam rest/steak hse/6 months: Golden Corral	4,222	10.3%	119
Fam rest/steak hse/6 months: IHOP	4,933	12.0%	103
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,373	3.3%	93
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,226	5.4%	126
Fam rest/steak hse/6 months: Old Country Buffet	864	2.1%	100
Fam rest/steak hse/6 months: Olive Garden	8,492	20.6%	118
Fam rest/steak hse/6 months: Outback Steakhouse	5,342	13.0%	131
Fam rest/steak hse/6 months: Red Lobster	6,292	15.3%	121
Fam rest/steak hse/6 months: Red Robin	2,256	5.5%	92
Fam rest/steak hse/6 months: Ruby Tuesday	4,171	10.1%	147
Fam rest/steak hse/6 months: Texas Roadhouse	2,316	5.6%	76
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,136	5.2%	65
Fam rest/steak hse/6 months: Waffle House	2,408	5.8%	108
Went to fast food/drive-in restaurant in last 6 mo	37,046	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	14,476	35.2%	87
Spent at fast food/drive-in last 6 months: <\$11	2,222	5.4%	124
Spent at fast food/drive-in last 6 months: \$11-\$20	3,584	8.7%	113
Spent at fast food/drive-in last 6 months: \$21-\$40	5,654	13.7%	114
Spent at fast food/drive-in last 6 months: \$41-\$50	3,602	8.7%	116
Spent at fast food/drive-in last 6 months: \$51-\$100	6,273	15.2%	92
Spent at fast food/drive-in last 6 months: \$101-\$200	4,766	11.6%	96
Spent at fast food/drive-in last 6 months: \$201+	3,618	8.8%	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 2015 and 2020.

Restaurant Market Potential

CITY: Bonita Springs
Area: 46.73 square miles

Prepared by Esri
Latitude: 26.35589467
Longitude: -81.7868081

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	15,919	38.7%	106
Fast food/drive-in last 6 months: home delivery	2,192	5.3%	68
Fast food/drive-in last 6 months: take-out/drive-thru	16,949	41.2%	88
Fast food/drive-in last 6 months: take-out/walk-in	6,845	16.6%	85
Fast food/drive-in last 6 months: breakfast	13,737	33.4%	101
Fast food/drive-in last 6 months: lunch	20,143	48.9%	97
Fast food/drive-in last 6 months: dinner	15,113	36.7%	83
Fast food/drive-in last 6 months: snack	4,817	11.7%	93
Fast food/drive-in last 6 months: weekday	24,610	59.8%	101
Fast food/drive-in last 6 months: weekend	15,722	38.2%	84
Fast food/drive-in last 6 months: A & W	1,244	3.0%	93
Fast food/drive-in last 6 months: Arby`s	6,210	15.1%	90
Fast food/drive-in last 6 months: Baskin-Robbins	1,258	3.1%	87
Fast food/drive-in last 6 months: Boston Market	1,129	2.7%	80
Fast food/drive-in last 6 months: Burger King	12,149	29.5%	93
Fast food/drive-in last 6 months: Captain D`s	1,075	2.6%	76
Fast food/drive-in last 6 months: Carl`s Jr.	1,924	4.7%	80
Fast food/drive-in last 6 months: Checkers	1,274	3.1%	106
Fast food/drive-in last 6 months: Chick-fil-A	6,880	16.7%	101
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,180	5.3%	57
Fast food/drive-in last 6 months: Chuck E. Cheese`s	944	2.3%	64
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,160	2.8%	78
Fast food/drive-in last 6 months: Cold Stone Creamery	1,071	2.6%	77
Fast food/drive-in last 6 months: Dairy Queen	5,689	13.8%	99
Fast food/drive-in last 6 months: Del Taco	1,105	2.7%	77
Fast food/drive-in last 6 months: Domino`s Pizza	3,620	8.8%	75
Fast food/drive-in last 6 months: Dunkin` Donuts	3,960	9.6%	85
Fast food/drive-in last 6 months: Hardee`s	3,075	7.5%	124
Fast food/drive-in last 6 months: Jack in the Box	2,767	6.7%	78
Fast food/drive-in last 6 months: KFC	7,693	18.7%	81
Fast food/drive-in last 6 months: Krispy Kreme	1,510	3.7%	87
Fast food/drive-in last 6 months: Little Caesars	3,108	7.5%	69
Fast food/drive-in last 6 months: Long John Silver`s	1,897	4.6%	82
Fast food/drive-in last 6 months: McDonald`s	22,434	54.5%	98
Fast food/drive-in last 6 months: Panera Bread	4,082	9.9%	94
Fast food/drive-in last 6 months: Papa John`s	2,839	6.9%	73
Fast food/drive-in last 6 months: Papa Murphy`s	1,811	4.4%	105
Fast food/drive-in last 6 months: Pizza Hut	7,907	19.2%	95
Fast food/drive-in last 6 months: Popeyes Chicken	2,385	5.8%	75
Fast food/drive-in last 6 months: Quiznos	1,578	3.8%	93
Fast food/drive-in last 6 months: Sonic Drive-In	4,080	9.9%	96
Fast food/drive-in last 6 months: Starbucks	5,086	12.4%	84
Fast food/drive-in last 6 months: Steak `n Shake	2,435	5.9%	123
Fast food/drive-in last 6 months: Subway	12,719	30.9%	92
Fast food/drive-in last 6 months: Taco Bell	10,609	25.8%	81
Fast food/drive-in last 6 months: Wendy`s	11,690	28.4%	99
Fast food/drive-in last 6 months: Whataburger	1,426	3.5%	92
Fast food/drive-in last 6 months: White Castle	1,089	2.6%	79

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Restaurant Market Potential

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Went to fine dining restaurant last month	5,370	13.0%	112
Went to fine dining restaurant 3+ times last month	1,694	4.1%	126
Spent at fine dining rest in last 6 months: <\$51	857	2.1%	104
Spent at fine dining rest in last 6 months: \$51-\$100	1,431	3.5%	93
Spent at fine dining rest in last 6 months: \$101-\$200	2,002	4.9%	134
Spent at fine dining rest in last 6 months: \$201+	1,918	4.7%	111

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