

Demographic Summary	2016	2021	
Population	49,403	55,444	
Population 18+	42,742	47,968	
Households	22,465	25,205	
Median Household Income	\$54,633	\$61,914	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	32,395	75.8%	102
Went to family restaurant/steak house 4+ times/mo	13,296	31.1%	113
Spent at family rest/steak hse last 6 months: <\$31	3,232	7.6%	107
Spent at family rest/steak hse last 6 months: \$31-50	3,577	8.4%	102
Spent at family rest/steak hse last 6 months: \$51-100	6,242	14.6%	97
Spent at family rest/steak hse last 6 months: \$101-200	5,583	13.1%	110
Spent at family rest/steak hse last 6 months: \$201-300	2,142	5.0%	92
Spent at family rest/steak hse last 6 months: \$301+	3,235	7.6%	103
Family restaurant/steak house last 6 months: breakfast	5,672	13.3%	106
Family restaurant/steak house last 6 months: lunch	8,531	20.0%	106
Family restaurant/steak house last 6 months: dinner	19,818	46.4%	100
Family restaurant/steak house last 6 months: snack	972	2.3%	119
Family restaurant/steak house last 6 months: weekday	15,780	36.9%	121
Family restaurant/steak house last 6 months: weekend	16,135	37.7%	91
Fam rest/steak hse/6 months: Applebee`s	10,346	24.2%	102
Fam rest/steak hse/6 months: Bob Evans Farms	1,784	4.2%	114
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,403	5.6%	66
Fam rest/steak hse/6 months: California Pizza Kitchen	1,444	3.4%	101
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,510	5.9%	189
Fam rest/steak hse/6 months: The Cheesecake Factory	2,935	6.9%	105
Fam rest/steak hse/6 months: Chili`s Grill & Bar	5,081	11.9%	98
Fam rest/steak hse/6 months: CiCi`s Pizza	1,463	3.4%	88
Fam rest/steak hse/6 months: Cracker Barrel	6,305	14.8%	147
Fam rest/steak hse/6 months: Denny`s	3,964	9.3%	100
Fam rest/steak hse/6 months: Golden Corral	3,333	7.8%	97
Fam rest/steak hse/6 months: IHOP	4,987	11.7%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,356	3.2%	93
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,763	6.5%	136
Fam rest/steak hse/6 months: Old Country Buffet	737	1.7%	100
Fam rest/steak hse/6 months: Olive Garden	8,065	18.9%	109
Fam rest/steak hse/6 months: Outback Steakhouse	5,327	12.5%	132
Fam rest/steak hse/6 months: Red Lobster	6,041	14.1%	117
Fam rest/steak hse/6 months: Red Robin	2,059	4.8%	79
Fam rest/steak hse/6 months: Ruby Tuesday	4,379	10.2%	169
Fam rest/steak hse/6 months: Texas Roadhouse	2,260	5.3%	70
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,235	5.2%	69
Fam rest/steak hse/6 months: Waffle House	2,317	5.4%	102
Went to fast food/drive-in restaurant in last 6 mo	38,214	89.4%	99
Went to fast food/drive-in restaurant 9+ times/mo	15,351	35.9%	91
Spent at fast food/drive-in last 6 months: <\$11	2,257	5.3%	123
Spent at fast food/drive-in last 6 months: \$11-\$20	3,550	8.3%	112
Spent at fast food/drive-in last 6 months: \$21-\$40	5,449	12.7%	108
Spent at fast food/drive-in last 6 months: \$41-\$50	3,749	8.8%	116
Spent at fast food/drive-in last 6 months: \$51-\$100	5,961	13.9%	84
Spent at fast food/drive-in last 6 months: \$101-\$200	5,426	12.7%	105
Spent at fast food/drive-in last 6 months: \$201+	3,822	8.9%	74

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 2016 and 2021.

Restaurant Market Potential

Bonita Springs Community
Area: 49.07 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	16,686	39.0%	107
Fast food/drive-in last 6 months: home delivery	2,203	5.2%	67
Fast food/drive-in last 6 months: take-out/drive-thru	17,495	40.9%	88
Fast food/drive-in last 6 months: take-out/walk-in	7,279	17.0%	88
Fast food/drive-in last 6 months: breakfast	14,050	32.9%	101
Fast food/drive-in last 6 months: lunch	20,987	49.1%	98
Fast food/drive-in last 6 months: dinner	16,113	37.7%	85
Fast food/drive-in last 6 months: snack	4,767	11.2%	92
Fast food/drive-in last 6 months: weekday	25,531	59.7%	103
Fast food/drive-in last 6 months: weekend	16,906	39.6%	87
Fast food/drive-in last 6 months: A & W	923	2.2%	78
Fast food/drive-in last 6 months: Arby`s	5,729	13.4%	84
Fast food/drive-in last 6 months: Baskin-Robbins	1,193	2.8%	84
Fast food/drive-in last 6 months: Boston Market	1,166	2.7%	80
Fast food/drive-in last 6 months: Burger King	10,936	25.6%	84
Fast food/drive-in last 6 months: Captain D`s	1,125	2.6%	77
Fast food/drive-in last 6 months: Carl`s Jr.	2,117	5.0%	89
Fast food/drive-in last 6 months: Checkers	1,234	2.9%	101
Fast food/drive-in last 6 months: Chick-fil-A	6,937	16.2%	91
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,737	6.4%	62
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,002	2.3%	70
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,188	2.8%	85
Fast food/drive-in last 6 months: Cold Stone Creamery	1,079	2.5%	83
Fast food/drive-in last 6 months: Dairy Queen	5,680	13.3%	94
Fast food/drive-in last 6 months: Del Taco	1,435	3.4%	93
Fast food/drive-in last 6 months: Domino`s Pizza	4,069	9.5%	80
Fast food/drive-in last 6 months: Dunkin` Donuts	5,140	12.0%	101
Fast food/drive-in last 6 months: Hardee`s	2,654	6.2%	108
Fast food/drive-in last 6 months: Jack in the Box	2,884	6.7%	81
Fast food/drive-in last 6 months: KFC	7,831	18.3%	86
Fast food/drive-in last 6 months: Krispy Kreme	1,700	4.0%	86
Fast food/drive-in last 6 months: Little Caesars	3,570	8.4%	74
Fast food/drive-in last 6 months: Long John Silver`s	1,888	4.4%	87
Fast food/drive-in last 6 months: McDonald`s	22,594	52.9%	96
Went to Panda Express in last 6 months	2,478	5.8%	76
Fast food/drive-in last 6 months: Panera Bread	4,501	10.5%	93
Fast food/drive-in last 6 months: Papa John`s	2,973	7.0%	78
Fast food/drive-in last 6 months: Papa Murphy`s	1,554	3.6%	86
Fast food/drive-in last 6 months: Pizza Hut	8,379	19.6%	98
Fast food/drive-in last 6 months: Popeyes Chicken	2,319	5.4%	70
Fast food/drive-in last 6 months: Quiznos	1,153	2.7%	84
Fast food/drive-in last 6 months: Sonic Drive-In	4,445	10.4%	101
Fast food/drive-in last 6 months: Starbucks	5,762	13.5%	92
Fast food/drive-in last 6 months: Steak `n Shake	2,430	5.7%	112
Fast food/drive-in last 6 months: Subway	12,659	29.6%	91
Fast food/drive-in last 6 months: Taco Bell	10,852	25.4%	82
Fast food/drive-in last 6 months: Wendy`s	10,686	25.0%	90
Fast food/drive-in last 6 months: Whataburger	1,610	3.8%	90
Fast food/drive-in last 6 months: White Castle	1,032	2.4%	84

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Restaurant Market Potential

Bonita Springs Community
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Prepared by Esri

Went to fine dining restaurant last month	5,765	13.5%	120
Went to fine dining restaurant 3+ times last month	1,991	4.7%	149
Spent at fine dining rest in last 6 months: <\$51	1,177	2.8%	135
Spent at fine dining rest in last 6 months: \$51-\$100	1,464	3.4%	93
Spent at fine dining rest in last 6 months: \$101-\$200	2,050	4.8%	129
Spent at fine dining rest in last 6 months: \$201+	1,991	4.7%	118

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