

# Restaurant Market Potential

Estero  
Area: 35.8 square miles

Prepared by Esri

Demographic Summary	2017	2022	
Population	34,659	39,347	
Population 18+	30,690	34,773	
Households	16,315	18,389	
Median Household Income	\$73,487	\$82,649	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	24,364	79.4%	106
Went to family restaurant/steak house 4+ times/mo	9,813	32.0%	117
Spent at family rest/steak hse last 6 months: <\$31	2,695	8.8%	115
Spent at family rest/steak hse last 6 months: \$31-50	2,566	8.4%	97
Spent at family rest/steak hse last 6 months: \$51-100	4,528	14.8%	100
Spent at family rest/steak hse last 6 months: \$101-200	4,529	14.8%	132
Spent at family rest/steak hse last 6 months: \$201-300	1,485	4.8%	102
Spent at family rest/steak hse last 6 months: \$301+	2,189	7.1%	117
Family restaurant/steak house last 6 months: breakfast	4,451	14.5%	114
Family restaurant/steak house last 6 months: lunch	6,729	21.9%	115
Family restaurant/steak house last 6 months: dinner	14,809	48.3%	104
Family restaurant/steak house last 6 months: snack	479	1.6%	82
Family restaurant/steak house last 6 months: weekday	11,525	37.6%	122
Family restaurant/steak house last 6 months: weekend	11,531	37.6%	91
Fam rest/steak hse/6 months: Applebee`s	6,716	21.9%	96
Fam rest/steak hse/6 months: Bob Evans Farms	1,413	4.6%	125
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,636	5.3%	56
Fam rest/steak hse/6 months: California Pizza Kitchen	1,177	3.8%	120
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,820	5.9%	179
Fam rest/steak hse/6 months: The Cheesecake Factory	1,531	5.0%	79
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,845	12.5%	113
Fam rest/steak hse/6 months: CiCi`s Pizza	753	2.5%	62
Fam rest/steak hse/6 months: Cracker Barrel	4,936	16.1%	155
Fam rest/steak hse/6 months: Denny`s	1,980	6.5%	73
Fam rest/steak hse/6 months: Golden Corral	1,446	4.7%	63
Fam rest/steak hse/6 months: IHOP	3,080	10.0%	96
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,080	3.5%	94
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,282	7.4%	152
Fam rest/steak hse/6 months: Olive Garden	6,034	19.7%	116
Fam rest/steak hse/6 months: Outback Steakhouse	3,844	12.5%	137
Fam rest/steak hse/6 months: Red Lobster	4,635	15.1%	132
Fam rest/steak hse/6 months: Red Robin	1,702	5.5%	85
Fam rest/steak hse/6 months: Ruby Tuesday	3,091	10.1%	174
Fam rest/steak hse/6 months: Texas Roadhouse	1,764	5.7%	72
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,452	4.7%	68
Fam rest/steak hse/6 months: Waffle House	1,152	3.8%	69
Went to fast food/drive-in restaurant in last 6 mo	27,498	89.6%	99
Went to fast food/drive-in restaurant 9+ times/mo	9,637	31.4%	80
Spent at fast food/drive-in last 6 months: <\$11	2,020	6.6%	145
Spent at fast food/drive-in last 6 months: \$11-\$20	3,232	10.5%	126
Spent at fast food/drive-in last 6 months: \$21-\$40	3,975	13.0%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	2,423	7.9%	101
Spent at fast food/drive-in last 6 months: \$51-\$100	4,392	14.3%	86
Spent at fast food/drive-in last 6 months: \$101-\$200	3,043	9.9%	90
Spent at fast food/drive-in last 6 months: \$201+	2,190	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	11,939	38.9%	106
Fast food/drive-in last 6 months: home delivery	1,287	4.2%	54
Fast food/drive-in last 6 months: take-out/drive-thru	12,192	39.7%	86
Fast food/drive-in last 6 months: take-out/walk-in	5,206	17.0%	84
Fast food/drive-in last 6 months: breakfast	10,409	33.9%	104
Fast food/drive-in last 6 months: lunch	15,579	50.8%	103
Fast food/drive-in last 6 months: dinner	11,134	36.3%	81
Fast food/drive-in last 6 months: snack	3,077	10.0%	83
Fast food/drive-in last 6 months: weekday	19,140	62.4%	107
Fast food/drive-in last 6 months: weekend	11,871	38.7%	84
Fast food/drive-in last 6 months: A & W	679	2.2%	82
Fast food/drive-in last 6 months: Arby`s	4,325	14.1%	87
Fast food/drive-in last 6 months: Baskin-Robbins	605	2.0%	58
Fast food/drive-in last 6 months: Boston Market	821	2.7%	77
Fast food/drive-in last 6 months: Burger King	6,473	21.1%	71
Fast food/drive-in last 6 months: Captain D`s	901	2.9%	84
Fast food/drive-in last 6 months: Carl`s Jr.	867	2.8%	50
Fast food/drive-in last 6 months: Checkers	922	3.0%	95
Fast food/drive-in last 6 months: Chick-fil-A	5,408	17.6%	93
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,585	8.4%	71
Fast food/drive-in last 6 months: Chuck E. Cheese`s	689	2.2%	70
Fast food/drive-in last 6 months: Church`s Fr. Chicken	615	2.0%	56
Fast food/drive-in last 6 months: Cold Stone Creamery	593	1.9%	68
Fast food/drive-in last 6 months: Dairy Queen	4,565	14.9%	100
Fast food/drive-in last 6 months: Del Taco	717	2.3%	66
Fast food/drive-in last 6 months: Domino`s Pizza	3,182	10.4%	86
Fast food/drive-in last 6 months: Dunkin` Donuts	4,258	13.9%	110
Fast food/drive-in last 6 months: Hardee`s	2,308	7.5%	134
Fast food/drive-in last 6 months: Jack in the Box	1,611	5.2%	63
Fast food/drive-in last 6 months: KFC	4,892	15.9%	76
Fast food/drive-in last 6 months: Krispy Kreme	1,327	4.3%	87
Fast food/drive-in last 6 months: Little Caesars	2,254	7.3%	62
Fast food/drive-in last 6 months: Long John Silver`s	1,176	3.8%	87
Fast food/drive-in last 6 months: McDonald`s	15,114	49.2%	92
Went to Panda Express in last 6 months	1,340	4.4%	54
Fast food/drive-in last 6 months: Panera Bread	4,198	13.7%	118
Fast food/drive-in last 6 months: Papa John`s	1,743	5.7%	66
Fast food/drive-in last 6 months: Papa Murphy`s	1,314	4.3%	89
Fast food/drive-in last 6 months: Pizza Hut	3,587	11.7%	60
Fast food/drive-in last 6 months: Popeyes Chicken	1,732	5.6%	71
Fast food/drive-in last 6 months: Quiznos	814	2.7%	109
Fast food/drive-in last 6 months: Sonic Drive-In	3,185	10.4%	93
Fast food/drive-in last 6 months: Starbucks	4,468	14.6%	91
Fast food/drive-in last 6 months: Steak `n Shake	1,308	4.3%	80
Fast food/drive-in last 6 months: Subway	9,054	29.5%	95
Fast food/drive-in last 6 months: Taco Bell	5,935	19.3%	64
Fast food/drive-in last 6 months: Wendy`s	7,309	23.8%	88
Fast food/drive-in last 6 months: Whataburger	1,054	3.4%	78
Fast food/drive-in last 6 months: White Castle	858	2.8%	88

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Went to fine dining restaurant last month	4,867	15.9%	148
Went to fine dining restaurant 3+ times last month	1,447	4.7%	152
Spent at fine dining rest in last 6 months: <\$51	746	2.4%	129
Spent at fine dining rest in last 6 months: \$51-\$100	1,108	3.6%	107
Spent at fine dining rest in last 6 months: \$101-\$200	1,133	3.7%	113
Spent at fine dining rest in last 6 months: \$201+	1,877	6.1%	182

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