

Demographic Summary	2015	2020
Population	31,734	35,356
Population 18+	27,965	31,175
Households	15,041	16,655
Median Household Income	\$60,126	\$72,587

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	22,149	79.2%	105
Went to family restaurant/steak house 4+ times/mo	9,687	34.6%	120
Spent at family rest/steak hse last 6 months: <\$31	1,875	6.7%	93
Spent at family rest/steak hse last 6 months: \$31-50	2,541	9.1%	107
Spent at family rest/steak hse last 6 months: \$51-100	4,352	15.6%	104
Spent at family rest/steak hse last 6 months: \$101-200	3,717	13.3%	109
Spent at family rest/steak hse last 6 months: \$201-300	1,756	6.3%	106
Spent at family rest/steak hse last 6 months: \$301+	2,441	8.7%	118
Family restaurant/steak house last 6 months: breakfast	3,976	14.2%	113
Family restaurant/steak house last 6 months: lunch	6,094	21.8%	112
Family restaurant/steak house last 6 months: dinner	13,832	49.5%	103
Family restaurant/steak house last 6 months: snack	569	2.0%	116
Family restaurant/steak house last 6 months: weekday	11,694	41.8%	132
Family restaurant/steak house last 6 months: weekend	11,417	40.8%	96
Fam rest/steak hse/6 months: Applebee` s	6,973	24.9%	100
Fam rest/steak hse/6 months: Bob Evans Farms	1,388	5.0%	133
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,643	5.9%	77
Fam rest/steak hse/6 months: California Pizza Kitchen	881	3.2%	97
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,504	9.0%	292
Fam rest/steak hse/6 months: The Cheesecake Factory	2,220	7.9%	116
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,314	11.9%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	832	3.0%	67
Fam rest/steak hse/6 months: Cracker Barrel	4,320	15.4%	159
Fam rest/steak hse/6 months: Denny`s	2,354	8.4%	89
Fam rest/steak hse/6 months: Golden Corral	2,385	8.5%	99
Fam rest/steak hse/6 months: IHOP	3,399	12.2%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,048	3.7%	105
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,714	6.1%	143
Fam rest/steak hse/6 months: Old Country Buffet	539	1.9%	92
Fam rest/steak hse/6 months: Olive Garden	6,086	21.8%	124
Fam rest/steak hse/6 months: Outback Steakhouse	4,080	14.6%	147
Fam rest/steak hse/6 months: Red Lobster	4,440	15.9%	126
Fam rest/steak hse/6 months: Red Robin	1,673	6.0%	100
Fam rest/steak hse/6 months: Ruby Tuesday	3,351	12.0%	174
Fam rest/steak hse/6 months: Texas Roadhouse	1,566	5.6%	76
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,318	4.7%	59
Fam rest/steak hse/6 months: Waffle House	1,538	5.5%	101
Went to fast food/drive-in restaurant in last 6 mo	25,295	90.5%	100
Went to fast food/drive-in restaurant 9+ times/mo	9,905	35.4%	87
Spent at fast food/drive-in last 6 months: <\$11	1,471	5.3%	121
Spent at fast food/drive-in last 6 months: \$11-\$20	2,309	8.3%	107
Spent at fast food/drive-in last 6 months: \$21-\$40	4,041	14.5%	120
Spent at fast food/drive-in last 6 months: \$41-\$50	2,674	9.6%	127
Spent at fast food/drive-in last 6 months: \$51-\$100	4,146	14.8%	89
Spent at fast food/drive-in last 6 months: \$101-\$200	3,551	12.7%	106
Spent at fast food/drive-in last 6 months: \$201+	2,460	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.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	11,049	39.5%	109
Fast food/drive-in last 6 months: home delivery	1,382	4.9%	63
Fast food/drive-in last 6 months: take-out/drive-thru	11,622	41.6%	89
Fast food/drive-in last 6 months: take-out/walk-in	4,642	16.6%	85
Fast food/drive-in last 6 months: breakfast	9,639	34.5%	104
Fast food/drive-in last 6 months: lunch	14,129	50.5%	100
Fast food/drive-in last 6 months: dinner	10,618	38.0%	86
Fast food/drive-in last 6 months: snack	3,722	13.3%	106
Fast food/drive-in last 6 months: weekday	17,745	63.5%	107
Fast food/drive-in last 6 months: weekend	10,468	37.4%	82
Fast food/drive-in last 6 months: A & W	805	2.9%	88
Fast food/drive-in last 6 months: Arby`s	4,440	15.9%	94
Fast food/drive-in last 6 months: Baskin-Robbins	849	3.0%	87
Fast food/drive-in last 6 months: Boston Market	640	2.3%	67
Fast food/drive-in last 6 months: Burger King	7,875	28.2%	89
Fast food/drive-in last 6 months: Captain D`s	553	2.0%	58
Fast food/drive-in last 6 months: Carl`s Jr.	1,240	4.4%	76
Fast food/drive-in last 6 months: Checkers	801	2.9%	98
Fast food/drive-in last 6 months: Chick-fil-A	5,359	19.2%	116
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,630	5.8%	62
Fast food/drive-in last 6 months: Chuck E. Cheese`s	558	2.0%	56
Fast food/drive-in last 6 months: Church`s Fr. Chicken	622	2.2%	62
Fast food/drive-in last 6 months: Cold Stone Creamery	670	2.4%	71
Fast food/drive-in last 6 months: Dairy Queen	4,402	15.7%	113
Fast food/drive-in last 6 months: Del Taco	590	2.1%	60
Fast food/drive-in last 6 months: Domino`s Pizza	2,366	8.5%	72
Fast food/drive-in last 6 months: Dunkin` Donuts	2,671	9.6%	85
Fast food/drive-in last 6 months: Hardee`s	2,160	7.7%	128
Fast food/drive-in last 6 months: Jack in the Box	1,367	4.9%	57
Fast food/drive-in last 6 months: KFC	4,910	17.6%	76
Fast food/drive-in last 6 months: Krispy Kreme	943	3.4%	80
Fast food/drive-in last 6 months: Little Caesars	1,565	5.6%	51
Fast food/drive-in last 6 months: Long John Silver`s	1,032	3.7%	66
Fast food/drive-in last 6 months: McDonald`s	15,310	54.7%	98
Fast food/drive-in last 6 months: Panera Bread	3,270	11.7%	111
Fast food/drive-in last 6 months: Papa John`s	2,012	7.2%	77
Fast food/drive-in last 6 months: Papa Murphy`s	1,406	5.0%	120
Fast food/drive-in last 6 months: Pizza Hut	4,685	16.8%	83
Fast food/drive-in last 6 months: Popeyes Chicken	1,322	4.7%	61
Fast food/drive-in last 6 months: Quiznos	1,069	3.8%	92
Fast food/drive-in last 6 months: Sonic Drive-In	2,783	10.0%	96
Fast food/drive-in last 6 months: Starbucks	4,194	15.0%	102
Fast food/drive-in last 6 months: Steak `n Shake	1,656	5.9%	123
Fast food/drive-in last 6 months: Subway	9,166	32.8%	98
Fast food/drive-in last 6 months: Taco Bell	6,506	23.3%	73
Fast food/drive-in last 6 months: Wendy`s	8,147	29.1%	102
Fast food/drive-in last 6 months: Whataburger	955	3.4%	90
Fast food/drive-in last 6 months: White Castle	662	2.4%	71

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.

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Restaurant Market Potential

CITY: Estero
Area: 25.37 square miles

Prepared by Esri
Latitude: 26.42764111
Longitude: -81.7951144

Went to fine dining restaurant last month	4,726	16.9%	145
Went to fine dining restaurant 3+ times last month	1,492	5.3%	164
Spent at fine dining rest in last 6 months: <\$51	615	2.2%	110
Spent at fine dining rest in last 6 months: \$51-\$100	1,137	4.1%	109
Spent at fine dining rest in last 6 months: \$101-\$200	1,815	6.5%	179
Spent at fine dining rest in last 6 months: \$201+	1,596	5.7%	136

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