

Demographic Summary	2016	2021	
Population	33,619	38,324	
Population 18+	29,750	33,944	
Households	15,834	17,911	
Median Household Income	\$68,364	\$80,463	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	23,510	79.0%	106
Went to family restaurant/steak house 4+ times/mo	9,862	33.1%	121
Spent at family rest/steak hse last 6 months: <\$31	2,350	7.9%	111
Spent at family rest/steak hse last 6 months: \$31-50	2,664	9.0%	109
Spent at family rest/steak hse last 6 months: \$51-100	4,444	14.9%	99
Spent at family rest/steak hse last 6 months: \$101-200	4,187	14.1%	118
Spent at family rest/steak hse last 6 months: \$201-300	1,587	5.3%	98
Spent at family rest/steak hse last 6 months: \$301+	2,765	9.3%	127
Family restaurant/steak house last 6 months: breakfast	4,473	15.0%	120
Family restaurant/steak house last 6 months: lunch	6,258	21.0%	112
Family restaurant/steak house last 6 months: dinner	14,833	49.9%	107
Family restaurant/steak house last 6 months: snack	750	2.5%	132
Family restaurant/steak house last 6 months: weekday	12,461	41.9%	138
Family restaurant/steak house last 6 months: weekend	11,972	40.2%	97
Fam rest/steak hse/6 months: Applebee`s	7,452	25.0%	106
Fam rest/steak hse/6 months: Bob Evans Farms	1,333	4.5%	122
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,708	5.7%	67
Fam rest/steak hse/6 months: California Pizza Kitchen	1,278	4.3%	128
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,211	7.4%	239
Fam rest/steak hse/6 months: The Cheesecake Factory	2,307	7.8%	119
Fam rest/steak hse/6 months: Chili`s Grill & Bar	3,590	12.1%	100
Fam rest/steak hse/6 months: CiCi`s Pizza	822	2.8%	71
Fam rest/steak hse/6 months: Cracker Barrel	4,842	16.3%	162
Fam rest/steak hse/6 months: Denny`s	2,341	7.9%	85
Fam rest/steak hse/6 months: Golden Corral	1,663	5.6%	69
Fam rest/steak hse/6 months: IHOP	3,464	11.6%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	958	3.2%	94
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,074	7.0%	146
Fam rest/steak hse/6 months: Old Country Buffet	474	1.6%	92
Fam rest/steak hse/6 months: Olive Garden	6,045	20.3%	117
Fam rest/steak hse/6 months: Outback Steakhouse	4,316	14.5%	153
Fam rest/steak hse/6 months: Red Lobster	4,307	14.5%	120
Fam rest/steak hse/6 months: Red Robin	1,405	4.7%	77
Fam rest/steak hse/6 months: Ruby Tuesday	3,762	12.6%	208
Fam rest/steak hse/6 months: Texas Roadhouse	1,522	5.1%	67
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,376	4.6%	61
Fam rest/steak hse/6 months: Waffle House	1,509	5.1%	96
Went to fast food/drive-in restaurant in last 6 mo	26,870	90.3%	100
Went to fast food/drive-in restaurant 9+ times/mo	10,748	36.1%	92
Spent at fast food/drive-in last 6 months: <\$11	1,619	5.4%	127
Spent at fast food/drive-in last 6 months: \$11-\$20	2,290	7.7%	104
Spent at fast food/drive-in last 6 months: \$21-\$40	4,167	14.0%	119
Spent at fast food/drive-in last 6 months: \$41-\$50	2,693	9.1%	120
Spent at fast food/drive-in last 6 months: \$51-\$100	3,833	12.9%	77
Spent at fast food/drive-in last 6 months: \$101-\$200	4,086	13.7%	114
Spent at fast food/drive-in last 6 months: \$201+	2,838	9.5%	79

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.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	11,722	39.4%	108
Fast food/drive-in last 6 months: home delivery	1,392	4.7%	61
Fast food/drive-in last 6 months: take-out/drive-thru	12,269	41.2%	89
Fast food/drive-in last 6 months: take-out/walk-in	5,354	18.0%	93
Fast food/drive-in last 6 months: breakfast	10,450	35.1%	108
Fast food/drive-in last 6 months: lunch	15,090	50.7%	101
Fast food/drive-in last 6 months: dinner	11,172	37.6%	85
Fast food/drive-in last 6 months: snack	3,609	12.1%	100
Fast food/drive-in last 6 months: weekday	18,933	63.6%	109
Fast food/drive-in last 6 months: weekend	11,700	39.3%	86
Fast food/drive-in last 6 months: A & W	598	2.0%	72
Fast food/drive-in last 6 months: Arby`s	4,091	13.8%	87
Fast food/drive-in last 6 months: Baskin-Robbins	808	2.7%	82
Fast food/drive-in last 6 months: Boston Market	671	2.3%	66
Fast food/drive-in last 6 months: Burger King	7,013	23.6%	78
Fast food/drive-in last 6 months: Captain D`s	578	1.9%	57
Fast food/drive-in last 6 months: Carl`s Jr.	1,152	3.9%	70
Fast food/drive-in last 6 months: Checkers	792	2.7%	93
Fast food/drive-in last 6 months: Chick-fil-A	5,694	19.1%	107
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,176	7.3%	70
Fast food/drive-in last 6 months: Chuck E. Cheese`s	648	2.2%	65
Fast food/drive-in last 6 months: Church`s Fr. Chicken	612	2.1%	63
Fast food/drive-in last 6 months: Cold Stone Creamery	779	2.6%	86
Fast food/drive-in last 6 months: Dairy Queen	4,284	14.4%	102
Fast food/drive-in last 6 months: Del Taco	751	2.5%	70
Fast food/drive-in last 6 months: Domino`s Pizza	2,634	8.9%	75
Fast food/drive-in last 6 months: Dunkin` Donuts	3,711	12.5%	105
Fast food/drive-in last 6 months: Hardee`s	1,617	5.4%	94
Fast food/drive-in last 6 months: Jack in the Box	1,412	4.7%	57
Fast food/drive-in last 6 months: KFC	5,133	17.3%	81
Fast food/drive-in last 6 months: Krispy Kreme	1,182	4.0%	86
Fast food/drive-in last 6 months: Little Caesars	1,824	6.1%	54
Fast food/drive-in last 6 months: Long John Silver`s	1,080	3.6%	71
Fast food/drive-in last 6 months: McDonald`s	15,730	52.9%	96
Went to Panda Express in last 6 months	1,318	4.4%	58
Fast food/drive-in last 6 months: Panera Bread	3,968	13.3%	117
Fast food/drive-in last 6 months: Papa John`s	2,081	7.0%	78
Fast food/drive-in last 6 months: Papa Murphy`s	1,154	3.9%	92
Fast food/drive-in last 6 months: Pizza Hut	5,080	17.1%	85
Fast food/drive-in last 6 months: Popeyes Chicken	1,294	4.3%	56
Fast food/drive-in last 6 months: Quiznos	830	2.8%	87
Fast food/drive-in last 6 months: Sonic Drive-In	2,864	9.6%	93
Fast food/drive-in last 6 months: Starbucks	4,925	16.6%	113
Fast food/drive-in last 6 months: Steak `n Shake	1,653	5.6%	110
Fast food/drive-in last 6 months: Subway	9,226	31.0%	96
Fast food/drive-in last 6 months: Taco Bell	6,740	22.7%	73
Fast food/drive-in last 6 months: Wendy`s	7,565	25.4%	92
Fast food/drive-in last 6 months: Whataburger	1,071	3.6%	86
Fast food/drive-in last 6 months: White Castle	661	2.2%	77

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

Estero Community
 Area: 35.88 square miles

Prepared by Esri

Went to fine dining restaurant last month	5,538	18.6%	166
Went to fine dining restaurant 3+ times last month	1,883	6.3%	202
Spent at fine dining rest in last 6 months: <\$51	879	3.0%	145
Spent at fine dining rest in last 6 months: \$51-\$100	1,146	3.9%	104
Spent at fine dining rest in last 6 months: \$101-\$200	1,848	6.2%	168
Spent at fine dining rest in last 6 months: \$201+	1,907	6.4%	162

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.