

Restaurant Market Potential

Fort Myers
Area: 53.2 square miles

Prepared by Esri

Demographic Summary	2017	2022	
Population	84,268	96,296	
Population 18+	65,761	75,176	
Households	33,688	38,690	
Median Household Income	\$40,129	\$44,531	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	48,101	73.1%	98
Went to family restaurant/steak house 4+ times/mo	18,030	27.4%	100
Spent at family rest/steak hse last 6 months: <\$31	5,268	8.0%	105
Spent at family rest/steak hse last 6 months: \$31-50	5,303	8.1%	93
Spent at family rest/steak hse last 6 months: \$51-100	9,357	14.2%	96
Spent at family rest/steak hse last 6 months: \$101-200	6,871	10.4%	93
Spent at family rest/steak hse last 6 months: \$201-300	2,767	4.2%	89
Spent at family rest/steak hse last 6 months: \$301+	3,285	5.0%	82
Family restaurant/steak house last 6 months: breakfast	7,846	11.9%	94
Family restaurant/steak house last 6 months: lunch	12,214	18.6%	97
Family restaurant/steak house last 6 months: dinner	27,645	42.0%	91
Family restaurant/steak house last 6 months: snack	1,257	1.9%	100
Family restaurant/steak house last 6 months: weekday	18,777	28.6%	93
Family restaurant/steak house last 6 months: weekend	24,951	37.9%	92
Fam rest/steak hse/6 months: Applebee`s	14,521	22.1%	97
Fam rest/steak hse/6 months: Bob Evans Farms	2,302	3.5%	95
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,771	8.8%	92
Fam rest/steak hse/6 months: California Pizza Kitchen	1,728	2.6%	83
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,571	3.9%	118
Fam rest/steak hse/6 months: The Cheesecake Factory	3,345	5.1%	81
Fam rest/steak hse/6 months: Chili`s Grill & Bar	7,289	11.1%	100
Fam rest/steak hse/6 months: CiCi`s Pizza	3,289	5.0%	127
Fam rest/steak hse/6 months: Cracker Barrel	6,975	10.6%	102
Fam rest/steak hse/6 months: Denny`s	5,708	8.7%	98
Fam rest/steak hse/6 months: Golden Corral	5,779	8.8%	117
Fam rest/steak hse/6 months: IHOP	6,561	10.0%	95
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,504	3.8%	102
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,108	4.7%	97
Fam rest/steak hse/6 months: Olive Garden	10,751	16.3%	96
Fam rest/steak hse/6 months: Outback Steakhouse	5,413	8.2%	90
Fam rest/steak hse/6 months: Red Lobster	8,086	12.3%	107
Fam rest/steak hse/6 months: Red Robin	3,776	5.7%	88
Fam rest/steak hse/6 months: Ruby Tuesday	3,975	6.0%	104
Fam rest/steak hse/6 months: Texas Roadhouse	4,494	6.8%	85
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,557	6.9%	100
Fam rest/steak hse/6 months: Waffle House	3,764	5.7%	105
Went to fast food/drive-in restaurant in last 6 mo	58,676	89.2%	99
Went to fast food/drive-in restaurant 9+ times/mo	25,974	39.5%	101
Spent at fast food/drive-in last 6 months: <\$11	3,032	4.6%	102
Spent at fast food/drive-in last 6 months: \$11-\$20	5,610	8.5%	102
Spent at fast food/drive-in last 6 months: \$21-\$40	8,312	12.6%	101
Spent at fast food/drive-in last 6 months: \$41-\$50	5,363	8.2%	105
Spent at fast food/drive-in last 6 months: \$51-\$100	10,339	15.7%	94
Spent at fast food/drive-in last 6 months: \$101-\$200	6,887	10.5%	95
Spent at fast food/drive-in last 6 months: \$201+	5,440	8.3%	84

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.

Restaurant Market Potential

Fort Myers
Area: 53.2 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	22,662	34.5%	94
Fast food/drive-in last 6 months: home delivery	5,347	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	29,073	44.2%	96
Fast food/drive-in last 6 months: take-out/walk-in	13,025	19.8%	98
Fast food/drive-in last 6 months: breakfast	20,852	31.7%	97
Fast food/drive-in last 6 months: lunch	31,037	47.2%	95
Fast food/drive-in last 6 months: dinner	27,679	42.1%	93
Fast food/drive-in last 6 months: snack	7,993	12.2%	101
Fast food/drive-in last 6 months: weekday	36,225	55.1%	94
Fast food/drive-in last 6 months: weekend	30,313	46.1%	100
Fast food/drive-in last 6 months: A & W	1,823	2.8%	103
Fast food/drive-in last 6 months: Arby`s	9,833	15.0%	92
Fast food/drive-in last 6 months: Baskin-Robbins	2,078	3.2%	94
Fast food/drive-in last 6 months: Boston Market	2,198	3.3%	96
Fast food/drive-in last 6 months: Burger King	18,982	28.9%	98
Fast food/drive-in last 6 months: Captain D`s	2,740	4.2%	119
Fast food/drive-in last 6 months: Carl`s Jr.	3,655	5.6%	98
Fast food/drive-in last 6 months: Checkers	2,984	4.5%	144
Fast food/drive-in last 6 months: Chick-fil-A	12,228	18.6%	98
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,312	9.6%	81
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,693	4.1%	127
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,938	6.0%	168
Fast food/drive-in last 6 months: Cold Stone Creamery	1,779	2.7%	95
Fast food/drive-in last 6 months: Dairy Queen	9,189	14.0%	94
Fast food/drive-in last 6 months: Del Taco	2,569	3.9%	110
Fast food/drive-in last 6 months: Domino`s Pizza	8,594	13.1%	108
Fast food/drive-in last 6 months: Dunkin` Donuts	6,867	10.4%	83
Fast food/drive-in last 6 months: Hardee`s	4,048	6.2%	110
Fast food/drive-in last 6 months: Jack in the Box	6,402	9.7%	116
Fast food/drive-in last 6 months: KFC	13,998	21.3%	101
Fast food/drive-in last 6 months: Krispy Kreme	3,795	5.8%	116
Fast food/drive-in last 6 months: Little Caesars	8,560	13.0%	110
Fast food/drive-in last 6 months: Long John Silver`s	3,374	5.1%	116
Fast food/drive-in last 6 months: McDonald`s	35,734	54.3%	101
Went to Panda Express in last 6 months	4,881	7.4%	92
Fast food/drive-in last 6 months: Panera Bread	6,365	9.7%	84
Fast food/drive-in last 6 months: Papa John`s	5,742	8.7%	102
Fast food/drive-in last 6 months: Papa Murphy`s	2,915	4.4%	92
Fast food/drive-in last 6 months: Pizza Hut	12,955	19.7%	102
Fast food/drive-in last 6 months: Popeyes Chicken	6,726	10.2%	129
Fast food/drive-in last 6 months: Quiznos	1,612	2.5%	101
Fast food/drive-in last 6 months: Sonic Drive-In	7,501	11.4%	102
Fast food/drive-in last 6 months: Starbucks	9,059	13.8%	86
Fast food/drive-in last 6 months: Steak `n Shake	3,525	5.4%	101
Fast food/drive-in last 6 months: Subway	19,569	29.8%	96
Fast food/drive-in last 6 months: Taco Bell	20,384	31.0%	102
Fast food/drive-in last 6 months: Wendy`s	17,500	26.6%	98
Fast food/drive-in last 6 months: Whataburger	3,526	5.4%	122
Fast food/drive-in last 6 months: White Castle	2,335	3.6%	112

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.

Restaurant Market Potential

Fort Myers
Area: 53.2 square miles

Prepared by Esri

Went to fine dining restaurant last month	6,117	9.3%	87
Went to fine dining restaurant 3+ times last month	1,993	3.0%	98
Spent at fine dining rest in last 6 months: <\$51	1,152	1.8%	93
Spent at fine dining rest in last 6 months: \$51-\$100	1,984	3.0%	89
Spent at fine dining rest in last 6 months: \$101-\$200	1,802	2.7%	84
Spent at fine dining rest in last 6 months: \$201+	1,863	2.8%	85

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.