

Demographic Summary	2015	2020
Population	71,027	79,439
Population 18+	55,147	61,637
Households	28,723	32,397
Median Household Income	\$36,772	\$42,791

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	40,517	73.5%	97
Went to family restaurant/steak house 4+ times/mo	16,014	29.0%	101
Spent at family rest/steak hse last 6 months: <\$31	4,638	8.4%	117
Spent at family rest/steak hse last 6 months: \$31-50	4,691	8.5%	100
Spent at family rest/steak hse last 6 months: \$51-100	8,046	14.6%	97
Spent at family rest/steak hse last 6 months: \$101-200	5,758	10.4%	86
Spent at family rest/steak hse last 6 months: \$201-300	3,321	6.0%	102
Spent at family rest/steak hse last 6 months: \$301+	3,378	6.1%	83
Family restaurant/steak house last 6 months: breakfast	6,671	12.1%	97
Family restaurant/steak house last 6 months: lunch	10,437	18.9%	97
Family restaurant/steak house last 6 months: dinner	23,970	43.5%	91
Family restaurant/steak house last 6 months: snack	1,136	2.1%	117
Family restaurant/steak house last 6 months: weekday	16,957	30.7%	97
Family restaurant/steak house last 6 months: weekend	21,381	38.8%	92
Fam rest/steak hse/6 months: Applebee` s	13,058	23.7%	95
Fam rest/steak hse/6 months: Bob Evans Farms	2,024	3.7%	99
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,048	7.3%	96
Fam rest/steak hse/6 months: California Pizza Kitchen	1,414	2.6%	79
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,016	3.7%	119
Fam rest/steak hse/6 months: The Cheesecake Factory	3,064	5.6%	81
Fam rest/steak hse/6 months: Chili`s Grill & Bar	6,175	11.2%	92
Fam rest/steak hse/6 months: CiCi`s Pizza	3,334	6.0%	137
Fam rest/steak hse/6 months: Cracker Barrel	5,414	9.8%	101
Fam rest/steak hse/6 months: Denny`s	5,483	9.9%	105
Fam rest/steak hse/6 months: Golden Corral	5,548	10.1%	117
Fam rest/steak hse/6 months: IHOP	6,501	11.8%	101
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,091	3.8%	106
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,288	4.1%	97
Fam rest/steak hse/6 months: Old Country Buffet	1,269	2.3%	109
Fam rest/steak hse/6 months: Olive Garden	8,988	16.3%	93
Fam rest/steak hse/6 months: Outback Steakhouse	4,911	8.9%	90
Fam rest/steak hse/6 months: Red Lobster	7,261	13.2%	104
Fam rest/steak hse/6 months: Red Robin	2,696	4.9%	82
Fam rest/steak hse/6 months: Ruby Tuesday	4,000	7.3%	105
Fam rest/steak hse/6 months: Texas Roadhouse	3,513	6.4%	86
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,060	7.4%	92
Fam rest/steak hse/6 months: Waffle House	3,632	6.6%	121
Went to fast food/drive-in restaurant in last 6 mo	49,261	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo	22,523	40.8%	101
Spent at fast food/drive-in last 6 months: <\$11	2,808	5.1%	117
Spent at fast food/drive-in last 6 months: \$11-\$20	4,588	8.3%	108
Spent at fast food/drive-in last 6 months: \$21-\$40	7,301	13.2%	110
Spent at fast food/drive-in last 6 months: \$41-\$50	3,820	6.9%	92
Spent at fast food/drive-in last 6 months: \$51-\$100	8,490	15.4%	93
Spent at fast food/drive-in last 6 months: \$101-\$200	6,033	10.9%	91
Spent at fast food/drive-in last 6 months: \$201+	5,829	10.6%	87

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.

Restaurant Market Potential

CITY: Fort Myers
Area: 48.9 square miles

Prepared by Esri
Latitude: 26.61953989
Longitude: -81.8301104

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	18,885	34.2%	94
Fast food/drive-in last 6 months: home delivery	4,853	8.8%	112
Fast food/drive-in last 6 months: take-out/drive-thru	24,625	44.7%	95
Fast food/drive-in last 6 months: take-out/walk-in	10,212	18.5%	95
Fast food/drive-in last 6 months: breakfast	17,508	31.7%	96
Fast food/drive-in last 6 months: lunch	26,076	47.3%	94
Fast food/drive-in last 6 months: dinner	22,882	41.5%	94
Fast food/drive-in last 6 months: snack	6,996	12.7%	101
Fast food/drive-in last 6 months: weekday	31,202	56.6%	95
Fast food/drive-in last 6 months: weekend	24,414	44.3%	97
Fast food/drive-in last 6 months: A & W	1,473	2.7%	82
Fast food/drive-in last 6 months: Arby`s	8,990	16.3%	97
Fast food/drive-in last 6 months: Baskin-Robbins	2,085	3.8%	108
Fast food/drive-in last 6 months: Boston Market	2,038	3.7%	108
Fast food/drive-in last 6 months: Burger King	18,039	32.7%	103
Fast food/drive-in last 6 months: Captain D`s	2,298	4.2%	122
Fast food/drive-in last 6 months: Carl`s Jr.	2,921	5.3%	91
Fast food/drive-in last 6 months: Checkers	2,289	4.2%	142
Fast food/drive-in last 6 months: Chick-fil-A	9,021	16.4%	99
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,265	7.7%	83
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,831	5.1%	143
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,570	6.5%	180
Fast food/drive-in last 6 months: Cold Stone Creamery	1,552	2.8%	83
Fast food/drive-in last 6 months: Dairy Queen	7,109	12.9%	93
Fast food/drive-in last 6 months: Del Taco	2,286	4.1%	118
Fast food/drive-in last 6 months: Domino`s Pizza	6,832	12.4%	105
Fast food/drive-in last 6 months: Dunkin` Donuts	4,672	8.5%	75
Fast food/drive-in last 6 months: Hardee`s	3,185	5.8%	96
Fast food/drive-in last 6 months: Jack in the Box	5,206	9.4%	110
Fast food/drive-in last 6 months: KFC	13,219	24.0%	103
Fast food/drive-in last 6 months: Krispy Kreme	2,792	5.1%	120
Fast food/drive-in last 6 months: Little Caesars	6,813	12.4%	113
Fast food/drive-in last 6 months: Long John Silver`s	3,057	5.5%	99
Fast food/drive-in last 6 months: McDonald`s	31,749	57.6%	103
Fast food/drive-in last 6 months: Panera Bread	4,731	8.6%	82
Fast food/drive-in last 6 months: Papa John`s	5,297	9.6%	102
Fast food/drive-in last 6 months: Papa Murphy`s	2,008	3.6%	87
Fast food/drive-in last 6 months: Pizza Hut	11,929	21.6%	108
Fast food/drive-in last 6 months: Popeyes Chicken	5,693	10.3%	133
Fast food/drive-in last 6 months: Quiznos	2,200	4.0%	96
Fast food/drive-in last 6 months: Sonic Drive-In	6,104	11.1%	107
Fast food/drive-in last 6 months: Starbucks	6,740	12.2%	83
Fast food/drive-in last 6 months: Steak `n Shake	3,011	5.5%	113
Fast food/drive-in last 6 months: Subway	17,329	31.4%	94
Fast food/drive-in last 6 months: Taco Bell	17,651	32.0%	101
Fast food/drive-in last 6 months: Wendy`s	16,676	30.2%	106
Fast food/drive-in last 6 months: Whataburger	2,381	4.3%	114
Fast food/drive-in last 6 months: White Castle	2,169	3.9%	118

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Went to fine dining restaurant last month	5,537	10.0%	86
Went to fine dining restaurant 3+ times last month	1,572	2.9%	88
Spent at fine dining rest in last 6 months: <\$51	1,193	2.2%	109
Spent at fine dining rest in last 6 months: \$51-\$100	1,797	3.3%	87
Spent at fine dining rest in last 6 months: \$101-\$200	2,024	3.7%	101
Spent at fine dining rest in last 6 months: \$201+	1,769	3.2%	77

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