

Demographic Summary	2016	2021	
Population	79,418	90,224	
Population 18+	61,592	70,061	
Households	31,594	36,049	
Median Household Income	\$37,918	\$41,848	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	44,651	72.5%	97
Went to family restaurant/steak house 4+ times/mo	16,700	27.1%	99
Spent at family rest/steak hse last 6 months: <\$31	4,809	7.8%	110
Spent at family rest/steak hse last 6 months: \$31-50	4,769	7.7%	94
Spent at family rest/steak hse last 6 months: \$51-100	8,968	14.6%	96
Spent at family rest/steak hse last 6 months: \$101-200	6,377	10.4%	87
Spent at family rest/steak hse last 6 months: \$201-300	2,940	4.8%	88
Spent at family rest/steak hse last 6 months: \$301+	3,694	6.0%	82
Family restaurant/steak house last 6 months: breakfast	7,406	12.0%	96
Family restaurant/steak house last 6 months: lunch	10,905	17.7%	94
Family restaurant/steak house last 6 months: dinner	25,660	41.7%	90
Family restaurant/steak house last 6 months: snack	1,305	2.1%	111
Family restaurant/steak house last 6 months: weekday	17,627	28.6%	94
Family restaurant/steak house last 6 months: weekend	22,818	37.0%	90
Fam rest/steak hse/6 months: Applebee`s	13,698	22.2%	94
Fam rest/steak hse/6 months: Bob Evans Farms	2,148	3.5%	95
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,100	8.3%	97
Fam rest/steak hse/6 months: California Pizza Kitchen	1,833	3.0%	89
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,336	3.8%	122
Fam rest/steak hse/6 months: The Cheesecake Factory	3,576	5.8%	89
Fam rest/steak hse/6 months: Chili`s Grill & Bar	7,215	11.7%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	3,177	5.2%	132
Fam rest/steak hse/6 months: Cracker Barrel	6,190	10.1%	100
Fam rest/steak hse/6 months: Denny`s	5,795	9.4%	102
Fam rest/steak hse/6 months: Golden Corral	5,526	9.0%	111
Fam rest/steak hse/6 months: IHOP	7,019	11.4%	102
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,362	3.8%	112
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,819	4.6%	96
Fam rest/steak hse/6 months: Old Country Buffet	1,308	2.1%	123
Fam rest/steak hse/6 months: Olive Garden	10,031	16.3%	94
Fam rest/steak hse/6 months: Outback Steakhouse	5,137	8.3%	88
Fam rest/steak hse/6 months: Red Lobster	7,686	12.5%	104
Fam rest/steak hse/6 months: Red Robin	3,016	4.9%	80
Fam rest/steak hse/6 months: Ruby Tuesday	4,256	6.9%	114
Fam rest/steak hse/6 months: Texas Roadhouse	4,062	6.6%	87
Fam rest/steak hse/6 months: T.G.I. Friday`s	4,288	7.0%	92
Fam rest/steak hse/6 months: Waffle House	3,600	5.8%	111
Went to fast food/drive-in restaurant in last 6 mo	54,563	88.6%	98
Went to fast food/drive-in restaurant 9+ times/mo	24,700	40.1%	102
Spent at fast food/drive-in last 6 months: <\$11	2,733	4.4%	103
Spent at fast food/drive-in last 6 months: \$11-\$20	4,610	7.5%	101
Spent at fast food/drive-in last 6 months: \$21-\$40	8,261	13.4%	114
Spent at fast food/drive-in last 6 months: \$41-\$50	4,527	7.3%	97
Spent at fast food/drive-in last 6 months: \$51-\$100	9,294	15.1%	90
Spent at fast food/drive-in last 6 months: \$101-\$200	6,870	11.2%	93
Spent at fast food/drive-in last 6 months: \$201+	6,057	9.8%	81

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

Fort Myers Community
Area: 53.36 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	20,689	33.6%	92
Fast food/drive-in last 6 months: home delivery	5,234	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	27,007	43.8%	95
Fast food/drive-in last 6 months: take-out/walk-in	11,505	18.7%	96
Fast food/drive-in last 6 months: breakfast	19,184	31.1%	96
Fast food/drive-in last 6 months: lunch	28,687	46.6%	93
Fast food/drive-in last 6 months: dinner	25,095	40.7%	92
Fast food/drive-in last 6 months: snack	7,217	11.7%	97
Fast food/drive-in last 6 months: weekday	33,588	54.5%	94
Fast food/drive-in last 6 months: weekend	27,299	44.3%	97
Fast food/drive-in last 6 months: A & W	1,392	2.3%	81
Fast food/drive-in last 6 months: Arby`s	8,736	14.2%	89
Fast food/drive-in last 6 months: Baskin-Robbins	1,961	3.2%	96
Fast food/drive-in last 6 months: Boston Market	2,197	3.6%	105
Fast food/drive-in last 6 months: Burger King	18,043	29.3%	96
Fast food/drive-in last 6 months: Captain D`s	2,496	4.1%	119
Fast food/drive-in last 6 months: Carl`s Jr.	3,328	5.4%	97
Fast food/drive-in last 6 months: Checkers	2,445	4.0%	139
Fast food/drive-in last 6 months: Chick-fil-A	10,744	17.4%	98
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,132	8.3%	80
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,838	4.6%	137
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,760	6.1%	186
Fast food/drive-in last 6 months: Cold Stone Creamery	1,688	2.7%	90
Fast food/drive-in last 6 months: Dairy Queen	7,867	12.8%	90
Fast food/drive-in last 6 months: Del Taco	2,636	4.3%	119
Fast food/drive-in last 6 months: Domino`s Pizza	7,532	12.2%	103
Fast food/drive-in last 6 months: Dunkin` Donuts	6,187	10.0%	85
Fast food/drive-in last 6 months: Hardee`s	3,077	5.0%	87
Fast food/drive-in last 6 months: Jack in the Box	5,800	9.4%	114
Fast food/drive-in last 6 months: KFC	13,398	21.8%	103
Fast food/drive-in last 6 months: Krispy Kreme	3,102	5.0%	109
Fast food/drive-in last 6 months: Little Caesars	7,825	12.7%	112
Fast food/drive-in last 6 months: Long John Silver`s	3,263	5.3%	104
Fast food/drive-in last 6 months: McDonald`s	34,003	55.2%	100
Went to Panda Express in last 6 months	4,724	7.7%	100
Fast food/drive-in last 6 months: Panera Bread	5,649	9.2%	81
Fast food/drive-in last 6 months: Papa John`s	5,554	9.0%	101
Fast food/drive-in last 6 months: Papa Murphy`s	2,255	3.7%	86
Fast food/drive-in last 6 months: Pizza Hut	12,882	20.9%	104
Fast food/drive-in last 6 months: Popeyes Chicken	6,071	9.9%	127
Fast food/drive-in last 6 months: Quiznos	2,197	3.6%	111
Fast food/drive-in last 6 months: Sonic Drive-In	6,585	10.7%	103
Fast food/drive-in last 6 months: Starbucks	7,991	13.0%	88
Fast food/drive-in last 6 months: Steak `n Shake	3,437	5.6%	110
Fast food/drive-in last 6 months: Subway	18,262	29.6%	91
Fast food/drive-in last 6 months: Taco Bell	19,350	31.4%	102
Fast food/drive-in last 6 months: Wendy`s	16,837	27.3%	98
Fast food/drive-in last 6 months: Whataburger	3,366	5.5%	130
Fast food/drive-in last 6 months: White Castle	2,058	3.3%	116

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Restaurant Market Potential

Fort Myers Community
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Prepared by Esri

Went to fine dining restaurant last month	6,119	9.9%	88
Went to fine dining restaurant 3+ times last month	1,886	3.1%	98
Spent at fine dining rest in last 6 months: <\$51	1,311	2.1%	105
Spent at fine dining rest in last 6 months: \$51-\$100	2,086	3.4%	92
Spent at fine dining rest in last 6 months: \$101-\$200	2,122	3.4%	93
Spent at fine dining rest in last 6 months: \$201+	1,967	3.2%	81

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