

Restaurant Market Potential

Lee County, FL
Lee County, FL (12071)
Geography: County

Prepared by Esri

Demographic Summary	2017	2022
Population	720,426	808,124
Population 18+	591,273	663,482
Households	300,030	335,468
Median Household Income	\$52,312	\$58,351

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	450,314	76.2%	102
Went to family restaurant/steak house 4+ times/mo	173,581	29.4%	107
Spent at family rest/steak hse last 6 months: <\$31	46,120	7.8%	102
Spent at family rest/steak hse last 6 months: \$31-50	51,698	8.7%	101
Spent at family rest/steak hse last 6 months: \$51-100	91,619	15.5%	105
Spent at family rest/steak hse last 6 months: \$101-200	73,271	12.4%	111
Spent at family rest/steak hse last 6 months: \$201-300	27,798	4.7%	99
Spent at family rest/steak hse last 6 months: \$301+	36,575	6.2%	101
Family restaurant/steak house last 6 months: breakfast	77,098	13.0%	103
Family restaurant/steak house last 6 months: lunch	117,482	19.9%	104
Family restaurant/steak house last 6 months: dinner	280,325	47.4%	102
Family restaurant/steak house last 6 months: snack	10,858	1.8%	96
Family restaurant/steak house last 6 months: weekday	195,483	33.1%	107
Family restaurant/steak house last 6 months: weekend	235,832	39.9%	96
Fam rest/steak hse/6 months: Applebee`s	138,143	23.4%	103
Fam rest/steak hse/6 months: Bob Evans Farms	25,035	4.2%	115
Fam rest/steak hse/6 months: Buffalo Wild Wings	48,629	8.2%	86
Fam rest/steak hse/6 months: California Pizza Kitchen	16,884	2.9%	90
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	25,313	4.3%	129
Fam rest/steak hse/6 months: The Cheesecake Factory	30,365	5.1%	82
Fam rest/steak hse/6 months: Chili`s Grill & Bar	69,112	11.7%	106
Fam rest/steak hse/6 months: CiCi`s Pizza	23,826	4.0%	102
Fam rest/steak hse/6 months: Cracker Barrel	76,697	13.0%	125
Fam rest/steak hse/6 months: Denny`s	52,574	8.9%	100
Fam rest/steak hse/6 months: Golden Corral	48,299	8.2%	109
Fam rest/steak hse/6 months: IHOP	61,571	10.4%	99
Fam rest/steak hse/6 months: Logan`s Roadhouse	22,759	3.8%	103
Fam rest/steak hse/6 months: LongHorn Steakhouse	35,735	6.0%	123
Fam rest/steak hse/6 months: Olive Garden	106,692	18.0%	106
Fam rest/steak hse/6 months: Outback Steakhouse	60,405	10.2%	112
Fam rest/steak hse/6 months: Red Lobster	78,192	13.2%	115
Fam rest/steak hse/6 months: Red Robin	33,993	5.7%	89
Fam rest/steak hse/6 months: Ruby Tuesday	43,071	7.3%	126
Fam rest/steak hse/6 months: Texas Roadhouse	47,016	8.0%	99
Fam rest/steak hse/6 months: T.G.I. Friday`s	35,542	6.0%	86
Fam rest/steak hse/6 months: Waffle House	29,563	5.0%	91
Went to fast food/drive-in restaurant in last 6 mo	532,362	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	219,693	37.2%	95
Spent at fast food/drive-in last 6 months: <\$11	30,395	5.1%	113
Spent at fast food/drive-in last 6 months: \$11-\$20	56,061	9.5%	114
Spent at fast food/drive-in last 6 months: \$21-\$40	74,163	12.5%	100
Spent at fast food/drive-in last 6 months: \$41-\$50	46,752	7.9%	102
Spent at fast food/drive-in last 6 months: \$51-\$100	93,966	15.9%	95
Spent at fast food/drive-in last 6 months: \$101-\$200	62,768	10.6%	96
Spent at fast food/drive-in last 6 months: \$201+	51,487	8.7%	88

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.

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Fast food/drive-in last 6 months: eat in	224,950	38.0%	104
Fast food/drive-in last 6 months: home delivery	39,295	6.6%	86
Fast food/drive-in last 6 months: take-out/drive-thru	260,020	44.0%	96
Fast food/drive-in last 6 months: take-out/walk-in	108,420	18.3%	91
Fast food/drive-in last 6 months: breakfast	194,073	32.8%	100
Fast food/drive-in last 6 months: lunch	295,604	50.0%	101
Fast food/drive-in last 6 months: dinner	254,378	43.0%	96
Fast food/drive-in last 6 months: snack	63,703	10.8%	89
Fast food/drive-in last 6 months: weekday	353,315	59.8%	102
Fast food/drive-in last 6 months: weekend	260,331	44.0%	96
Fast food/drive-in last 6 months: A & W	15,616	2.6%	98
Fast food/drive-in last 6 months: Arby`s	97,480	16.5%	101
Fast food/drive-in last 6 months: Baskin-Robbins	15,556	2.6%	78
Fast food/drive-in last 6 months: Boston Market	18,507	3.1%	90
Fast food/drive-in last 6 months: Burger King	160,802	27.2%	92
Fast food/drive-in last 6 months: Captain D`s	20,862	3.5%	101
Fast food/drive-in last 6 months: Carl`s Jr.	28,709	4.9%	86
Fast food/drive-in last 6 months: Checkers	19,793	3.3%	106
Fast food/drive-in last 6 months: Chick-fil-A	108,578	18.4%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	55,362	9.4%	79
Fast food/drive-in last 6 months: Chuck E. Cheese`s	18,293	3.1%	96
Fast food/drive-in last 6 months: Church`s Fr. Chicken	20,548	3.5%	97
Fast food/drive-in last 6 months: Cold Stone Creamery	13,944	2.4%	83
Fast food/drive-in last 6 months: Dairy Queen	88,811	15.0%	101
Fast food/drive-in last 6 months: Del Taco	19,839	3.4%	94
Fast food/drive-in last 6 months: Domino`s Pizza	68,570	11.6%	96
Fast food/drive-in last 6 months: Dunkin` Donuts	71,787	12.1%	97
Fast food/drive-in last 6 months: Hardee`s	37,480	6.3%	113
Fast food/drive-in last 6 months: Jack in the Box	47,781	8.1%	97
Fast food/drive-in last 6 months: KFC	119,352	20.2%	96
Fast food/drive-in last 6 months: Krispy Kreme	28,540	4.8%	97
Fast food/drive-in last 6 months: Little Caesars	67,537	11.4%	96
Fast food/drive-in last 6 months: Long John Silver`s	25,929	4.4%	99
Fast food/drive-in last 6 months: McDonald`s	306,661	51.9%	97
Went to Panda Express in last 6 months	40,478	6.8%	85
Fast food/drive-in last 6 months: Panera Bread	65,657	11.1%	96
Fast food/drive-in last 6 months: Papa John`s	48,167	8.1%	95
Fast food/drive-in last 6 months: Papa Murphy`s	28,705	4.9%	101
Fast food/drive-in last 6 months: Pizza Hut	106,503	18.0%	93
Fast food/drive-in last 6 months: Popeyes Chicken	41,694	7.1%	89
Fast food/drive-in last 6 months: Quiznos	15,528	2.6%	108
Fast food/drive-in last 6 months: Sonic Drive-In	68,623	11.6%	104
Fast food/drive-in last 6 months: Starbucks	82,020	13.9%	87
Fast food/drive-in last 6 months: Steak `n Shake	35,207	6.0%	112
Fast food/drive-in last 6 months: Subway	184,619	31.2%	101
Fast food/drive-in last 6 months: Taco Bell	165,018	27.9%	92
Fast food/drive-in last 6 months: Wendy`s	152,186	25.7%	95
Fast food/drive-in last 6 months: Whataburger	26,791	4.5%	103
Fast food/drive-in last 6 months: White Castle	16,543	2.8%	88

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Went to fine dining restaurant last month	65,306	11.0%	103
Went to fine dining restaurant 3+ times last month	18,269	3.1%	100
Spent at fine dining rest in last 6 months: <\$51	12,566	2.1%	112
Spent at fine dining rest in last 6 months: \$51-\$100	19,747	3.3%	99
Spent at fine dining rest in last 6 months: \$101-\$200	19,108	3.2%	99
Spent at fine dining rest in last 6 months: \$201+	19,907	3.4%	100

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