

Demographic Summary	2015	2020
Population	666,270	723,237
Population 18+	543,588	591,253
Households	278,409	301,894
Median Household Income	\$48,180	\$55,193

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	419,075	77.1%	102
Went to family restaurant/steak house 4+ times/mo	169,881	31.3%	109
Spent at family rest/steak hse last 6 months: <\$31	42,065	7.7%	107
Spent at family rest/steak hse last 6 months: \$31-50	48,726	9.0%	105
Spent at family rest/steak hse last 6 months: \$51-100	81,991	15.1%	100
Spent at family rest/steak hse last 6 months: \$101-200	68,742	12.6%	104
Spent at family rest/steak hse last 6 months: \$201-300	32,306	5.9%	100
Spent at family rest/steak hse last 6 months: \$301+	39,048	7.2%	97
Family restaurant/steak house last 6 months: breakfast	70,940	13.1%	104
Family restaurant/steak house last 6 months: lunch	110,706	20.4%	105
Family restaurant/steak house last 6 months: dinner	265,207	48.8%	102
Family restaurant/steak house last 6 months: snack	9,491	1.7%	99
Family restaurant/steak house last 6 months: weekday	193,546	35.6%	112
Family restaurant/steak house last 6 months: weekend	226,347	41.6%	98
Fam rest/steak hse/6 months: Applebee` s	138,310	25.4%	102
Fam rest/steak hse/6 months: Bob Evans Farms	24,864	4.6%	123
Fam rest/steak hse/6 months: Buffalo Wild Wings	36,395	6.7%	88
Fam rest/steak hse/6 months: California Pizza Kitchen	13,942	2.6%	79
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	29,425	5.4%	177
Fam rest/steak hse/6 months: The Cheesecake Factory	33,840	6.2%	91
Fam rest/steak hse/6 months: Chili` s Grill & Bar	69,244	12.7%	104
Fam rest/steak hse/6 months: CiCi` s Pizza	24,551	4.5%	102
Fam rest/steak hse/6 months: Cracker Barrel	68,045	12.5%	129
Fam rest/steak hse/6 months: Denny` s	54,510	10.0%	106
Fam rest/steak hse/6 months: Golden Corral	56,562	10.4%	121
Fam rest/steak hse/6 months: IHOP	67,257	12.4%	106
Fam rest/steak hse/6 months: Logan` s Roadhouse	20,378	3.7%	105
Fam rest/steak hse/6 months: LongHorn Steakhouse	26,474	4.9%	113
Fam rest/steak hse/6 months: Old Country Buffet	11,411	2.1%	100
Fam rest/steak hse/6 months: Olive Garden	109,012	20.1%	115
Fam rest/steak hse/6 months: Outback Steakhouse	64,327	11.8%	119
Fam rest/steak hse/6 months: Red Lobster	80,628	14.8%	117
Fam rest/steak hse/6 months: Red Robin	31,759	5.8%	98
Fam rest/steak hse/6 months: Ruby Tuesday	46,916	8.6%	125
Fam rest/steak hse/6 months: Texas Roadhouse	37,803	7.0%	94
Fam rest/steak hse/6 months: T.G.I. Friday` s	36,283	6.7%	83
Fam rest/steak hse/6 months: Waffle House	32,258	5.9%	109
Went to fast food/drive-in restaurant in last 6 mo	492,698	90.6%	100
Went to fast food/drive-in restaurant 9+ times/mo	212,820	39.2%	97
Spent at fast food/drive-in last 6 months: <\$11	26,625	4.9%	112
Spent at fast food/drive-in last 6 months: \$11-\$20	45,573	8.4%	109
Spent at fast food/drive-in last 6 months: \$21-\$40	69,957	12.9%	107
Spent at fast food/drive-in last 6 months: \$41-\$50	44,893	8.3%	109
Spent at fast food/drive-in last 6 months: \$51-\$100	86,737	16.0%	96
Spent at fast food/drive-in last 6 months: \$101-\$200	63,718	11.7%	98
Spent at fast food/drive-in last 6 months: \$201+	59,638	11.0%	90

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.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	207,206	38.1%	105
Fast food/drive-in last 6 months: home delivery	38,041	7.0%	89
Fast food/drive-in last 6 months: take-out/drive-thru	249,380	45.9%	98
Fast food/drive-in last 6 months: take-out/walk-in	99,299	18.3%	93
Fast food/drive-in last 6 months: breakfast	183,820	33.8%	102
Fast food/drive-in last 6 months: lunch	275,961	50.8%	101
Fast food/drive-in last 6 months: dinner	227,541	41.9%	94
Fast food/drive-in last 6 months: snack	66,872	12.3%	98
Fast food/drive-in last 6 months: weekday	331,779	61.0%	103
Fast food/drive-in last 6 months: weekend	235,340	43.3%	95
Fast food/drive-in last 6 months: A & W	17,989	3.3%	101
Fast food/drive-in last 6 months: Arby`s	94,148	17.3%	103
Fast food/drive-in last 6 months: Baskin-Robbins	17,295	3.2%	91
Fast food/drive-in last 6 months: Boston Market	16,564	3.0%	89
Fast food/drive-in last 6 months: Burger King	171,316	31.5%	100
Fast food/drive-in last 6 months: Captain D`s	17,673	3.3%	95
Fast food/drive-in last 6 months: Carl`s Jr.	29,334	5.4%	92
Fast food/drive-in last 6 months: Checkers	17,350	3.2%	109
Fast food/drive-in last 6 months: Chick-fil-A	94,294	17.3%	105
Fast food/drive-in last 6 months: Chipotle Mex. Grill	37,976	7.0%	75
Fast food/drive-in last 6 months: Chuck E. Cheese`s	15,534	2.9%	80
Fast food/drive-in last 6 months: Church`s Fr. Chicken	19,962	3.7%	102
Fast food/drive-in last 6 months: Cold Stone Creamery	15,676	2.9%	85
Fast food/drive-in last 6 months: Dairy Queen	77,089	14.2%	102
Fast food/drive-in last 6 months: Del Taco	16,926	3.1%	89
Fast food/drive-in last 6 months: Domino`s Pizza	57,454	10.6%	90
Fast food/drive-in last 6 months: Dunkin` Donuts	51,779	9.5%	84
Fast food/drive-in last 6 months: Hardee`s	36,492	6.7%	112
Fast food/drive-in last 6 months: Jack in the Box	45,127	8.3%	97
Fast food/drive-in last 6 months: KFC	118,093	21.7%	94
Fast food/drive-in last 6 months: Krispy Kreme	23,095	4.2%	101
Fast food/drive-in last 6 months: Little Caesars	57,593	10.6%	97
Fast food/drive-in last 6 months: Long John Silver`s	29,385	5.4%	96
Fast food/drive-in last 6 months: McDonald`s	305,665	56.2%	101
Fast food/drive-in last 6 months: Panera Bread	53,660	9.9%	94
Fast food/drive-in last 6 months: Papa John`s	47,087	8.7%	92
Fast food/drive-in last 6 months: Papa Murphy`s	25,542	4.7%	112
Fast food/drive-in last 6 months: Pizza Hut	112,043	20.6%	102
Fast food/drive-in last 6 months: Popeyes Chicken	38,926	7.2%	93
Fast food/drive-in last 6 months: Quiznos	22,590	4.2%	100
Fast food/drive-in last 6 months: Sonic Drive-In	60,360	11.1%	107
Fast food/drive-in last 6 months: Starbucks	71,027	13.1%	89
Fast food/drive-in last 6 months: Steak `n Shake	32,488	6.0%	124
Fast food/drive-in last 6 months: Subway	177,675	32.7%	98
Fast food/drive-in last 6 months: Taco Bell	163,964	30.2%	95
Fast food/drive-in last 6 months: Wendy`s	161,195	29.7%	104
Fast food/drive-in last 6 months: Whataburger	21,133	3.9%	103
Fast food/drive-in last 6 months: White Castle	16,116	3.0%	89

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

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

Prepared by Esri

Went to fine dining restaurant last month	63,848	11.7%	101
Went to fine dining restaurant 3+ times last month	18,130	3.3%	102
Spent at fine dining rest in last 6 months: <\$51	11,155	2.1%	103
Spent at fine dining rest in last 6 months: \$51-\$100	18,769	3.5%	93
Spent at fine dining rest in last 6 months: \$101-\$200	22,484	4.1%	114
Spent at fine dining rest in last 6 months: \$201+	21,299	3.9%	94

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.