

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

Prepared by Esri

Demographic Summary	2016	2021
Population	685,683	760,921
Population 18+	560,713	624,112
Households	285,576	315,742
Median Household Income	\$50,542	\$56,782

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	426,920	76.1%	102
Went to family restaurant/steak house 4+ times/mo	166,831	29.8%	108
Spent at family rest/steak hse last 6 months: <\$31	41,313	7.4%	104
Spent at family rest/steak hse last 6 months: \$31-50	48,455	8.6%	105
Spent at family rest/steak hse last 6 months: \$51-100	86,811	15.5%	103
Spent at family rest/steak hse last 6 months: \$101-200	71,845	12.8%	107
Spent at family rest/steak hse last 6 months: \$201-300	29,207	5.2%	96
Spent at family rest/steak hse last 6 months: \$301+	40,060	7.1%	97
Family restaurant/steak house last 6 months: breakfast	73,436	13.1%	104
Family restaurant/steak house last 6 months: lunch	108,461	19.3%	103
Family restaurant/steak house last 6 months: dinner	269,034	48.0%	103
Family restaurant/steak house last 6 months: snack	11,194	2.0%	105
Family restaurant/steak house last 6 months: weekday	190,838	34.0%	112
Family restaurant/steak house last 6 months: weekend	227,142	40.5%	98
Fam rest/steak hse/6 months: Applebee`s	140,632	25.1%	106
Fam rest/steak hse/6 months: Bob Evans Farms	22,361	4.0%	109
Fam rest/steak hse/6 months: Buffalo Wild Wings	42,735	7.6%	89
Fam rest/steak hse/6 months: California Pizza Kitchen	16,197	2.9%	86
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	25,128	4.5%	144
Fam rest/steak hse/6 months: The Cheesecake Factory	34,403	6.1%	94
Fam rest/steak hse/6 months: Chili`s Grill & Bar	68,807	12.3%	101
Fam rest/steak hse/6 months: CiCi`s Pizza	21,701	3.9%	99
Fam rest/steak hse/6 months: Cracker Barrel	73,365	13.1%	130
Fam rest/steak hse/6 months: Denny`s	54,368	9.7%	105
Fam rest/steak hse/6 months: Golden Corral	49,533	8.8%	110
Fam rest/steak hse/6 months: IHOP	65,911	11.8%	105
Fam rest/steak hse/6 months: Logan`s Roadhouse	19,072	3.4%	99
Fam rest/steak hse/6 months: LongHorn Steakhouse	32,166	5.7%	120
Fam rest/steak hse/6 months: Old Country Buffet	9,983	1.8%	103
Fam rest/steak hse/6 months: Olive Garden	105,679	18.8%	109
Fam rest/steak hse/6 months: Outback Steakhouse	61,230	10.9%	115
Fam rest/steak hse/6 months: Red Lobster	77,683	13.9%	115
Fam rest/steak hse/6 months: Red Robin	30,697	5.5%	90
Fam rest/steak hse/6 months: Ruby Tuesday	45,107	8.0%	132
Fam rest/steak hse/6 months: Texas Roadhouse	39,701	7.1%	93
Fam rest/steak hse/6 months: T.G.I. Friday`s	35,852	6.4%	85
Fam rest/steak hse/6 months: Waffle House	30,635	5.5%	103
Went to fast food/drive-in restaurant in last 6 mo	504,827	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	218,154	38.9%	99
Spent at fast food/drive-in last 6 months: <\$11	26,271	4.7%	109
Spent at fast food/drive-in last 6 months: \$11-\$20	44,352	7.9%	107
Spent at fast food/drive-in last 6 months: \$21-\$40	69,090	12.3%	104
Spent at fast food/drive-in last 6 months: \$41-\$50	46,451	8.3%	110
Spent at fast food/drive-in last 6 months: \$51-\$100	86,258	15.4%	92
Spent at fast food/drive-in last 6 months: \$101-\$200	68,535	12.2%	102
Spent at fast food/drive-in last 6 months: \$201+	60,987	10.9%	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 2016 and 2021.

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Fast food/drive-in last 6 months: eat in	215,735	38.5%	106
Fast food/drive-in last 6 months: home delivery	38,639	6.9%	90
Fast food/drive-in last 6 months: take-out/drive-thru	251,575	44.9%	97
Fast food/drive-in last 6 months: take-out/walk-in	102,708	18.3%	94
Fast food/drive-in last 6 months: breakfast	185,747	33.1%	102
Fast food/drive-in last 6 months: lunch	282,505	50.4%	101
Fast food/drive-in last 6 months: dinner	238,498	42.5%	96
Fast food/drive-in last 6 months: snack	64,343	11.5%	95
Fast food/drive-in last 6 months: weekday	338,608	60.4%	104
Fast food/drive-in last 6 months: weekend	245,179	43.7%	96
Fast food/drive-in last 6 months: A & W	14,215	2.5%	91
Fast food/drive-in last 6 months: Arby`s	89,231	15.9%	100
Fast food/drive-in last 6 months: Baskin-Robbins	16,300	2.9%	88
Fast food/drive-in last 6 months: Boston Market	16,570	3.0%	87
Fast food/drive-in last 6 months: Burger King	162,275	28.9%	95
Fast food/drive-in last 6 months: Captain D`s	18,127	3.2%	95
Fast food/drive-in last 6 months: Carl`s Jr.	29,663	5.3%	95
Fast food/drive-in last 6 months: Checkers	17,140	3.1%	107
Fast food/drive-in last 6 months: Chick-fil-A	101,288	18.1%	101
Fast food/drive-in last 6 months: Chipotle Mex. Grill	44,526	7.9%	76
Fast food/drive-in last 6 months: Chuck E. Cheese`s	15,844	2.8%	84
Fast food/drive-in last 6 months: Church`s Fr. Chicken	18,983	3.4%	103
Fast food/drive-in last 6 months: Cold Stone Creamery	15,276	2.7%	90
Fast food/drive-in last 6 months: Dairy Queen	76,603	13.7%	97
Fast food/drive-in last 6 months: Del Taco	19,586	3.5%	97
Fast food/drive-in last 6 months: Domino`s Pizza	61,271	10.9%	92
Fast food/drive-in last 6 months: Dunkin` Donuts	62,525	11.2%	94
Fast food/drive-in last 6 months: Hardee`s	34,072	6.1%	105
Fast food/drive-in last 6 months: Jack in the Box	45,311	8.1%	98
Fast food/drive-in last 6 months: KFC	115,888	20.7%	97
Fast food/drive-in last 6 months: Krispy Kreme	26,177	4.7%	101
Fast food/drive-in last 6 months: Little Caesars	60,525	10.8%	95
Fast food/drive-in last 6 months: Long John Silver`s	28,739	5.1%	101
Fast food/drive-in last 6 months: McDonald`s	305,925	54.6%	99
Went to Panda Express in last 6 months	38,015	6.8%	89
Fast food/drive-in last 6 months: Panera Bread	59,912	10.7%	94
Fast food/drive-in last 6 months: Papa John`s	48,325	8.6%	97
Fast food/drive-in last 6 months: Papa Murphy`s	24,692	4.4%	104
Fast food/drive-in last 6 months: Pizza Hut	115,292	20.6%	103
Fast food/drive-in last 6 months: Popeyes Chicken	38,220	6.8%	88
Fast food/drive-in last 6 months: Quiznos	17,753	3.2%	99
Fast food/drive-in last 6 months: Sonic Drive-In	62,302	11.1%	108
Fast food/drive-in last 6 months: Starbucks	75,483	13.5%	92
Fast food/drive-in last 6 months: Steak `n Shake	32,768	5.8%	116
Fast food/drive-in last 6 months: Subway	179,588	32.0%	99
Fast food/drive-in last 6 months: Taco Bell	164,292	29.3%	95
Fast food/drive-in last 6 months: Wendy`s	153,236	27.3%	98
Fast food/drive-in last 6 months: Whataburger	24,153	4.3%	103
Fast food/drive-in last 6 months: White Castle	14,366	2.6%	89

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# Restaurant Market Potential

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Went to fine dining restaurant last month	65,178	11.6%	103
Went to fine dining restaurant 3+ times last month	19,847	3.5%	113
Spent at fine dining rest in last 6 months: <\$51	13,364	2.4%	117
Spent at fine dining rest in last 6 months: \$51-\$100	20,195	3.6%	97
Spent at fine dining rest in last 6 months: \$101-\$200	23,501	4.2%	113
Spent at fine dining rest in last 6 months: \$201+	20,491	3.7%	92

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