

# Restaurant Market Potential

Lehigh Acres  
Area: 96.91 square miles

Prepared by Esri

Demographic Summary	2017	2022
Population	104,993	119,699
Population 18+	75,839	86,122
Households	34,727	39,357
Median Household Income	\$49,915	\$54,350

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	57,791	76.2%	102
Went to family restaurant/steak house 4+ times/mo	21,645	28.5%	104
Spent at family rest/steak hse last 6 months: <\$31	4,890	6.4%	84
Spent at family rest/steak hse last 6 months: \$31-50	6,526	8.6%	100
Spent at family rest/steak hse last 6 months: \$51-100	12,313	16.2%	110
Spent at family rest/steak hse last 6 months: \$101-200	9,239	12.2%	109
Spent at family rest/steak hse last 6 months: \$201-300	4,106	5.4%	114
Spent at family rest/steak hse last 6 months: \$301+	4,546	6.0%	98
Family restaurant/steak house last 6 months: breakfast	9,252	12.2%	96
Family restaurant/steak house last 6 months: lunch	14,785	19.5%	102
Family restaurant/steak house last 6 months: dinner	36,695	48.4%	105
Family restaurant/steak house last 6 months: snack	1,638	2.2%	113
Family restaurant/steak house last 6 months: weekday	22,991	30.3%	98
Family restaurant/steak house last 6 months: weekend	33,596	44.3%	107
Fam rest/steak hse/6 months: Applebee`s	17,182	22.7%	100
Fam rest/steak hse/6 months: Bob Evans Farms	2,413	3.2%	86
Fam rest/steak hse/6 months: Buffalo Wild Wings	8,235	10.9%	113
Fam rest/steak hse/6 months: California Pizza Kitchen	2,220	2.9%	92
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,537	3.3%	101
Fam rest/steak hse/6 months: The Cheesecake Factory	4,453	5.9%	94
Fam rest/steak hse/6 months: Chili`s Grill & Bar	10,493	13.8%	125
Fam rest/steak hse/6 months: CiCi`s Pizza	4,407	5.8%	148
Fam rest/steak hse/6 months: Cracker Barrel	8,437	11.1%	107
Fam rest/steak hse/6 months: Denny`s	8,391	11.1%	125
Fam rest/steak hse/6 months: Golden Corral	8,008	10.6%	140
Fam rest/steak hse/6 months: IHOP	8,868	11.7%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,890	3.8%	102
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,093	5.4%	110
Fam rest/steak hse/6 months: Olive Garden	14,116	18.6%	110
Fam rest/steak hse/6 months: Outback Steakhouse	6,608	8.7%	95
Fam rest/steak hse/6 months: Red Lobster	9,923	13.1%	114
Fam rest/steak hse/6 months: Red Robin	4,779	6.3%	97
Fam rest/steak hse/6 months: Ruby Tuesday	3,666	4.8%	83
Fam rest/steak hse/6 months: Texas Roadhouse	7,765	10.2%	127
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,013	6.6%	95
Fam rest/steak hse/6 months: Waffle House	4,551	6.0%	110
Went to fast food/drive-in restaurant in last 6 mo	69,381	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	31,365	41.4%	105
Spent at fast food/drive-in last 6 months: <\$11	2,823	3.7%	82
Spent at fast food/drive-in last 6 months: \$11-\$20	5,999	7.9%	95
Spent at fast food/drive-in last 6 months: \$21-\$40	8,977	11.8%	94
Spent at fast food/drive-in last 6 months: \$41-\$50	5,951	7.8%	101
Spent at fast food/drive-in last 6 months: \$51-\$100	13,133	17.3%	104
Spent at fast food/drive-in last 6 months: \$101-\$200	9,143	12.1%	110
Spent at fast food/drive-in last 6 months: \$201+	8,660	11.4%	115

**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	28,955	38.2%	105
Fast food/drive-in last 6 months: home delivery	6,390	8.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	36,428	48.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	14,026	18.5%	92
Fast food/drive-in last 6 months: breakfast	24,869	32.8%	100
Fast food/drive-in last 6 months: lunch	38,470	50.7%	102
Fast food/drive-in last 6 months: dinner	36,662	48.3%	107
Fast food/drive-in last 6 months: snack	8,489	11.2%	93
Fast food/drive-in last 6 months: weekday	44,168	58.2%	100
Fast food/drive-in last 6 months: weekend	38,107	50.2%	109
Fast food/drive-in last 6 months: A & W	1,951	2.6%	95
Fast food/drive-in last 6 months: Arby`s	12,890	17.0%	105
Fast food/drive-in last 6 months: Baskin-Robbins	2,635	3.5%	103
Fast food/drive-in last 6 months: Boston Market	2,379	3.1%	90
Fast food/drive-in last 6 months: Burger King	22,746	30.0%	101
Fast food/drive-in last 6 months: Captain D`s	2,621	3.5%	99
Fast food/drive-in last 6 months: Carl`s Jr.	6,011	7.9%	140
Fast food/drive-in last 6 months: Checkers	2,461	3.2%	103
Fast food/drive-in last 6 months: Chick-fil-A	17,047	22.5%	119
Fast food/drive-in last 6 months: Chipotle Mex. Grill	8,272	10.9%	92
Fast food/drive-in last 6 months: Chuck E. Cheese`s	3,087	4.1%	126
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,926	5.2%	145
Fast food/drive-in last 6 months: Cold Stone Creamery	2,186	2.9%	102
Fast food/drive-in last 6 months: Dairy Queen	11,484	15.1%	101
Fast food/drive-in last 6 months: Del Taco	4,220	5.6%	157
Fast food/drive-in last 6 months: Domino`s Pizza	10,144	13.4%	111
Fast food/drive-in last 6 months: Dunkin` Donuts	7,063	9.3%	74
Fast food/drive-in last 6 months: Hardee`s	3,772	5.0%	88
Fast food/drive-in last 6 months: Jack in the Box	9,798	12.9%	155
Fast food/drive-in last 6 months: KFC	16,311	21.5%	102
Fast food/drive-in last 6 months: Krispy Kreme	4,008	5.3%	106
Fast food/drive-in last 6 months: Little Caesars	12,150	16.0%	135
Fast food/drive-in last 6 months: Long John Silver`s	3,298	4.3%	98
Fast food/drive-in last 6 months: McDonald`s	41,395	54.6%	102
Went to Panda Express in last 6 months	8,026	10.6%	131
Fast food/drive-in last 6 months: Panera Bread	7,141	9.4%	81
Fast food/drive-in last 6 months: Papa John`s	7,985	10.5%	122
Fast food/drive-in last 6 months: Papa Murphy`s	4,193	5.5%	115
Fast food/drive-in last 6 months: Pizza Hut	17,325	22.8%	118
Fast food/drive-in last 6 months: Popeyes Chicken	6,667	8.8%	111
Fast food/drive-in last 6 months: Quiznos	2,443	3.2%	132
Fast food/drive-in last 6 months: Sonic Drive-In	10,435	13.8%	123
Fast food/drive-in last 6 months: Starbucks	11,416	15.1%	94
Fast food/drive-in last 6 months: Steak `n Shake	4,455	5.9%	111
Fast food/drive-in last 6 months: Subway	25,362	33.4%	108
Fast food/drive-in last 6 months: Taco Bell	25,932	34.2%	113
Fast food/drive-in last 6 months: Wendy`s	20,231	26.7%	99
Fast food/drive-in last 6 months: Whataburger	5,526	7.3%	166
Fast food/drive-in last 6 months: White Castle	1,731	2.3%	72

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Went to fine dining restaurant last month	6,406	8.4%	79
Went to fine dining restaurant 3+ times last month	1,717	2.3%	73
Spent at fine dining rest in last 6 months: <\$51	1,338	1.8%	93
Spent at fine dining rest in last 6 months: \$51-\$100	2,464	3.2%	96
Spent at fine dining rest in last 6 months: \$101-\$200	2,171	2.9%	88
Spent at fine dining rest in last 6 months: \$201+	1,610	2.1%	63

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