

Demographic Summary	2015	2020
Population	97,015	107,529
Population 18+	69,551	77,186
Households	32,260	35,617
Median Household Income	\$44,364	\$51,169

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	53,036	76.3%	101
Went to family restaurant/steak house 4+ times/mo	20,111	28.9%	101
Spent at family rest/steak hse last 6 months: <\$31	5,228	7.5%	104
Spent at family rest/steak hse last 6 months: \$31-50	6,120	8.8%	103
Spent at family rest/steak hse last 6 months: \$51-100	11,089	15.9%	106
Spent at family rest/steak hse last 6 months: \$101-200	8,553	12.3%	101
Spent at family rest/steak hse last 6 months: \$201-300	4,143	6.0%	101
Spent at family rest/steak hse last 6 months: \$301+	4,800	6.9%	93
Family restaurant/steak house last 6 months: breakfast	8,540	12.3%	98
Family restaurant/steak house last 6 months: lunch	12,683	18.2%	94
Family restaurant/steak house last 6 months: dinner	33,707	48.5%	101
Family restaurant/steak house last 6 months: snack	1,202	1.7%	98
Family restaurant/steak house last 6 months: weekday	21,177	30.4%	96
Family restaurant/steak house last 6 months: weekend	30,696	44.1%	104
Fam rest/steak hse/6 months: Applebee` s	16,807	24.2%	97
Fam rest/steak hse/6 months: Bob Evans Farms	2,038	2.9%	79
Fam rest/steak hse/6 months: Buffalo Wild Wings	5,981	8.6%	113
Fam rest/steak hse/6 months: California Pizza Kitchen	1,938	2.8%	86
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	2,271	3.3%	107
Fam rest/steak hse/6 months: The Cheesecake Factory	3,766	5.4%	79
Fam rest/steak hse/6 months: Chili` s Grill & Bar	10,062	14.5%	119
Fam rest/steak hse/6 months: CiCi` s Pizza	4,680	6.7%	152
Fam rest/steak hse/6 months: Cracker Barrel	7,284	10.5%	108
Fam rest/steak hse/6 months: Denny` s	7,688	11.1%	117
Fam rest/steak hse/6 months: Golden Corral	8,066	11.6%	135
Fam rest/steak hse/6 months: IHOP	9,165	13.2%	113
Fam rest/steak hse/6 months: Logan` s Roadhouse	2,615	3.8%	105
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,641	3.8%	88
Fam rest/steak hse/6 months: Old Country Buffet	1,434	2.1%	98
Fam rest/steak hse/6 months: Olive Garden	13,430	19.3%	110
Fam rest/steak hse/6 months: Outback Steakhouse	6,558	9.4%	95
Fam rest/steak hse/6 months: Red Lobster	9,435	13.6%	107
Fam rest/steak hse/6 months: Red Robin	4,672	6.7%	112
Fam rest/steak hse/6 months: Ruby Tuesday	4,470	6.4%	93
Fam rest/steak hse/6 months: Texas Roadhouse	5,584	8.0%	108
Fam rest/steak hse/6 months: T.G.I. Friday` s	5,596	8.0%	100
Fam rest/steak hse/6 months: Waffle House	5,007	7.2%	132
Went to fast food/drive-in restaurant in last 6 mo	63,339	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	30,858	44.4%	110
Spent at fast food/drive-in last 6 months: <\$11	2,773	4.0%	91
Spent at fast food/drive-in last 6 months: \$11-\$20	5,206	7.5%	97
Spent at fast food/drive-in last 6 months: \$21-\$40	7,696	11.1%	92
Spent at fast food/drive-in last 6 months: \$41-\$50	5,502	7.9%	105
Spent at fast food/drive-in last 6 months: \$51-\$100	11,588	16.7%	100
Spent at fast food/drive-in last 6 months: \$101-\$200	8,784	12.6%	105
Spent at fast food/drive-in last 6 months: \$201+	9,013	13.0%	106

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	25,846	37.2%	102
Fast food/drive-in last 6 months: home delivery	6,321	9.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	34,570	49.7%	106
Fast food/drive-in last 6 months: take-out/walk-in	13,733	19.7%	101
Fast food/drive-in last 6 months: breakfast	23,081	33.2%	100
Fast food/drive-in last 6 months: lunch	36,156	52.0%	103
Fast food/drive-in last 6 months: dinner	31,545	45.4%	102
Fast food/drive-in last 6 months: snack	8,385	12.1%	96
Fast food/drive-in last 6 months: weekday	40,806	58.7%	99
Fast food/drive-in last 6 months: weekend	33,811	48.6%	106
Fast food/drive-in last 6 months: A & W	2,322	3.3%	102
Fast food/drive-in last 6 months: Arby`s	12,803	18.4%	109
Fast food/drive-in last 6 months: Baskin-Robbins	2,785	4.0%	115
Fast food/drive-in last 6 months: Boston Market	2,306	3.3%	97
Fast food/drive-in last 6 months: Burger King	23,139	33.3%	105
Fast food/drive-in last 6 months: Captain D`s	2,941	4.2%	123
Fast food/drive-in last 6 months: Carl`s Jr.	5,127	7.4%	126
Fast food/drive-in last 6 months: Checkers	2,487	3.6%	122
Fast food/drive-in last 6 months: Chick-fil-A	13,794	19.8%	120
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,205	8.9%	95
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,651	3.8%	106
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,505	5.0%	140
Fast food/drive-in last 6 months: Cold Stone Creamery	2,375	3.4%	101
Fast food/drive-in last 6 months: Dairy Queen	9,781	14.1%	101
Fast food/drive-in last 6 months: Del Taco	3,125	4.5%	128
Fast food/drive-in last 6 months: Domino`s Pizza	9,015	13.0%	110
Fast food/drive-in last 6 months: Dunkin` Donuts	5,926	8.5%	75
Fast food/drive-in last 6 months: Hardee`s	3,876	5.6%	93
Fast food/drive-in last 6 months: Jack in the Box	8,826	12.7%	148
Fast food/drive-in last 6 months: KFC	17,470	25.1%	108
Fast food/drive-in last 6 months: Krispy Kreme	3,680	5.3%	126
Fast food/drive-in last 6 months: Little Caesars	10,295	14.8%	135
Fast food/drive-in last 6 months: Long John Silver`s	4,520	6.5%	116
Fast food/drive-in last 6 months: McDonald`s	40,477	58.2%	105
Fast food/drive-in last 6 months: Panera Bread	5,816	8.4%	80
Fast food/drive-in last 6 months: Papa John`s	7,792	11.2%	119
Fast food/drive-in last 6 months: Papa Murphy`s	3,434	4.9%	118
Fast food/drive-in last 6 months: Pizza Hut	16,307	23.4%	117
Fast food/drive-in last 6 months: Popeyes Chicken	6,562	9.4%	122
Fast food/drive-in last 6 months: Quiznos	3,226	4.6%	112
Fast food/drive-in last 6 months: Sonic Drive-In	9,371	13.5%	130
Fast food/drive-in last 6 months: Starbucks	10,257	14.7%	101
Fast food/drive-in last 6 months: Steak `n Shake	3,677	5.3%	110
Fast food/drive-in last 6 months: Subway	23,092	33.2%	99
Fast food/drive-in last 6 months: Taco Bell	23,999	34.5%	109
Fast food/drive-in last 6 months: Wendy`s	20,737	29.8%	104
Fast food/drive-in last 6 months: Whataburger	3,969	5.7%	151
Fast food/drive-in last 6 months: White Castle	2,261	3.3%	97

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Restaurant Market Potential

Lehigh Acres Community
Area: 96.95 square miles

Prepared by Esri
Latitude: 26.61297751
Longitude: -81.6398483

Went to fine dining restaurant last month	6,370	9.2%	79
Went to fine dining restaurant 3+ times last month	1,639	2.4%	72
Spent at fine dining rest in last 6 months: <\$51	1,222	1.8%	88
Spent at fine dining rest in last 6 months: \$51-\$100	2,025	2.9%	78
Spent at fine dining rest in last 6 months: \$101-\$200	2,013	2.9%	80
Spent at fine dining rest in last 6 months: \$201+	2,134	3.1%	73

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