

<b>Demographic Summary</b>	<b>2016</b>	<b>2021</b>	
Population	100,134	113,500	
Population 18+	71,965	81,550	
Households	33,172	37,350	
Median Household Income	\$48,432	\$54,335	
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Went to family restaurant/steak house in last 6 mo	54,102	75.2%	101
Went to family restaurant/steak house 4+ times/mo	19,944	27.7%	101
Spent at family rest/steak hse last 6 months: <\$31	4,563	6.3%	89
Spent at family rest/steak hse last 6 months: \$31-50	5,984	8.3%	101
Spent at family rest/steak hse last 6 months: \$51-100	11,599	16.1%	107
Spent at family rest/steak hse last 6 months: \$101-200	9,199	12.8%	107
Spent at family rest/steak hse last 6 months: \$201-300	4,033	5.6%	103
Spent at family rest/steak hse last 6 months: \$301+	4,693	6.5%	89
Family restaurant/steak house last 6 months: breakfast	8,544	11.9%	95
Family restaurant/steak house last 6 months: lunch	13,027	18.1%	96
Family restaurant/steak house last 6 months: dinner	34,915	48.5%	104
Family restaurant/steak house last 6 months: snack	1,310	1.8%	96
Family restaurant/steak house last 6 months: weekday	21,086	29.3%	96
Family restaurant/steak house last 6 months: weekend	31,548	43.8%	106
Fam rest/steak hse/6 months: Applebee`s	17,090	23.7%	100
Fam rest/steak hse/6 months: Bob Evans Farms	2,050	2.8%	78
Fam rest/steak hse/6 months: Buffalo Wild Wings	7,075	9.8%	115
Fam rest/steak hse/6 months: California Pizza Kitchen	1,983	2.8%	82
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	2,052	2.9%	92
Fam rest/steak hse/6 months: The Cheesecake Factory	4,164	5.8%	89
Fam rest/steak hse/6 months: Chili`s Grill & Bar	10,151	14.1%	116
Fam rest/steak hse/6 months: CiCi`s Pizza	3,716	5.2%	132
Fam rest/steak hse/6 months: Cracker Barrel	7,961	11.1%	110
Fam rest/steak hse/6 months: Denny`s	8,187	11.4%	123
Fam rest/steak hse/6 months: Golden Corral	7,637	10.6%	132
Fam rest/steak hse/6 months: IHOP	9,449	13.1%	117
Fam rest/steak hse/6 months: Logan`s Roadhouse	2,591	3.6%	105
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,739	5.2%	109
Fam rest/steak hse/6 months: Old Country Buffet	1,304	1.8%	105
Fam rest/steak hse/6 months: Olive Garden	13,679	19.0%	110
Fam rest/steak hse/6 months: Outback Steakhouse	6,359	8.8%	93
Fam rest/steak hse/6 months: Red Lobster	9,765	13.6%	113
Fam rest/steak hse/6 months: Red Robin	4,530	6.3%	103
Fam rest/steak hse/6 months: Ruby Tuesday	3,658	5.1%	84
Fam rest/steak hse/6 months: Texas Roadhouse	6,305	8.8%	115
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,147	7.2%	95
Fam rest/steak hse/6 months: Waffle House	4,443	6.2%	117
Went to fast food/drive-in restaurant in last 6 mo	65,097	90.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	30,843	42.9%	109
Spent at fast food/drive-in last 6 months: <\$11	2,601	3.6%	84
Spent at fast food/drive-in last 6 months: \$11-\$20	4,558	6.3%	86
Spent at fast food/drive-in last 6 months: \$21-\$40	7,774	10.8%	92
Spent at fast food/drive-in last 6 months: \$41-\$50	5,594	7.8%	103
Spent at fast food/drive-in last 6 months: \$51-\$100	12,454	17.3%	104
Spent at fast food/drive-in last 6 months: \$101-\$200	9,110	12.7%	105
Spent at fast food/drive-in last 6 months: \$201+	9,296	12.9%	107

**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.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	27,173	37.8%	104
Fast food/drive-in last 6 months: home delivery	6,461	9.0%	117
Fast food/drive-in last 6 months: take-out/drive-thru	35,113	48.8%	105
Fast food/drive-in last 6 months: take-out/walk-in	13,281	18.5%	95
Fast food/drive-in last 6 months: breakfast	23,599	32.8%	101
Fast food/drive-in last 6 months: lunch	37,024	51.4%	103
Fast food/drive-in last 6 months: dinner	33,684	46.8%	106
Fast food/drive-in last 6 months: snack	8,192	11.4%	94
Fast food/drive-in last 6 months: weekday	42,069	58.5%	100
Fast food/drive-in last 6 months: weekend	35,723	49.6%	109
Fast food/drive-in last 6 months: A & W	1,898	2.6%	95
Fast food/drive-in last 6 months: Arby`s	12,226	17.0%	107
Fast food/drive-in last 6 months: Baskin-Robbins	2,313	3.2%	97
Fast food/drive-in last 6 months: Boston Market	2,299	3.2%	94
Fast food/drive-in last 6 months: Burger King	22,865	31.8%	105
Fast food/drive-in last 6 months: Captain D`s	2,894	4.0%	118
Fast food/drive-in last 6 months: Carl`s Jr.	5,365	7.5%	134
Fast food/drive-in last 6 months: Checkers	2,437	3.4%	118
Fast food/drive-in last 6 months: Chick-fil-A	15,190	21.1%	118
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,524	9.1%	87
Fast food/drive-in last 6 months: Chuck E. Cheese`s	2,570	3.6%	107
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,394	4.7%	144
Fast food/drive-in last 6 months: Cold Stone Creamery	2,132	3.0%	98
Fast food/drive-in last 6 months: Dairy Queen	9,733	13.5%	96
Fast food/drive-in last 6 months: Del Taco	3,730	5.2%	144
Fast food/drive-in last 6 months: Domino`s Pizza	9,347	13.0%	110
Fast food/drive-in last 6 months: Dunkin` Donuts	6,298	8.8%	74
Fast food/drive-in last 6 months: Hardee`s	3,947	5.5%	95
Fast food/drive-in last 6 months: Jack in the Box	9,045	12.6%	152
Fast food/drive-in last 6 months: KFC	16,527	23.0%	108
Fast food/drive-in last 6 months: Krispy Kreme	3,816	5.3%	115
Fast food/drive-in last 6 months: Little Caesars	10,991	15.3%	135
Fast food/drive-in last 6 months: Long John Silver`s	4,214	5.9%	115
Fast food/drive-in last 6 months: McDonald`s	40,814	56.7%	103
Went to Panda Express in last 6 months	7,668	10.7%	139
Fast food/drive-in last 6 months: Panera Bread	6,370	8.9%	78
Fast food/drive-in last 6 months: Papa John`s	7,806	10.8%	121
Fast food/drive-in last 6 months: Papa Murphy`s	3,688	5.1%	121
Fast food/drive-in last 6 months: Pizza Hut	16,644	23.1%	115
Fast food/drive-in last 6 months: Popeyes Chicken	6,807	9.5%	122
Fast food/drive-in last 6 months: Quiznos	2,870	4.0%	124
Fast food/drive-in last 6 months: Sonic Drive-In	9,324	13.0%	125
Fast food/drive-in last 6 months: Starbucks	10,333	14.4%	98
Fast food/drive-in last 6 months: Steak `n Shake	3,856	5.4%	106
Fast food/drive-in last 6 months: Subway	24,385	33.9%	105
Fast food/drive-in last 6 months: Taco Bell	24,085	33.5%	108
Fast food/drive-in last 6 months: Wendy`s	20,069	27.9%	100
Fast food/drive-in last 6 months: Whataburger	4,585	6.4%	152
Fast food/drive-in last 6 months: White Castle	1,766	2.5%	85

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# Restaurant Market Potential

Lehigh Acres Community  
 Area: 96.83 square miles

Prepared by Esri

Went to fine dining restaurant last month	6,319	8.8%	78
Went to fine dining restaurant 3+ times last month	1,619	2.2%	72
Spent at fine dining rest in last 6 months: <\$51	1,380	1.9%	94
Spent at fine dining rest in last 6 months: \$51-\$100	2,637	3.7%	99
Spent at fine dining rest in last 6 months: \$101-\$200	2,371	3.3%	89
Spent at fine dining rest in last 6 months: \$201+	1,633	2.3%	57

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