

# Restaurant Market Potential

North Fort Myers  
Area: 64.44 square miles

Prepared by Esri

Demographic Summary	2017	2022	
Population	54,212	59,116	
Population 18+	47,866	52,440	
Households	26,127	28,458	
Median Household Income	\$40,992	\$46,974	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	35,647	74.5%	100
Went to family restaurant/steak house 4+ times/mo	14,093	29.4%	107
Spent at family rest/steak hse last 6 months: <\$31	4,053	8.5%	111
Spent at family rest/steak hse last 6 months: \$31-50	4,594	9.6%	111
Spent at family rest/steak hse last 6 months: \$51-100	7,520	15.7%	106
Spent at family rest/steak hse last 6 months: \$101-200	5,220	10.9%	98
Spent at family rest/steak hse last 6 months: \$201-300	2,043	4.3%	90
Spent at family rest/steak hse last 6 months: \$301+	2,749	5.7%	94
Family restaurant/steak house last 6 months: breakfast	6,048	12.6%	99
Family restaurant/steak house last 6 months: lunch	9,144	19.1%	100
Family restaurant/steak house last 6 months: dinner	21,973	45.9%	99
Family restaurant/steak house last 6 months: snack	772	1.6%	84
Family restaurant/steak house last 6 months: weekday	16,189	33.8%	110
Family restaurant/steak house last 6 months: weekend	16,516	34.5%	83
Fam rest/steak hse/6 months: Applebee`s	11,673	24.4%	107
Fam rest/steak hse/6 months: Bob Evans Farms	2,341	4.9%	132
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,127	6.5%	68
Fam rest/steak hse/6 months: California Pizza Kitchen	1,079	2.3%	71
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,935	4.0%	122
Fam rest/steak hse/6 months: The Cheesecake Factory	2,322	4.9%	77
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,103	8.6%	78
Fam rest/steak hse/6 months: CiCi`s Pizza	1,438	3.0%	76
Fam rest/steak hse/6 months: Cracker Barrel	6,925	14.5%	139
Fam rest/steak hse/6 months: Denny`s	4,093	8.6%	97
Fam rest/steak hse/6 months: Golden Corral	4,032	8.4%	112
Fam rest/steak hse/6 months: IHOP	4,715	9.9%	94
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,929	4.0%	108
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,025	6.3%	129
Fam rest/steak hse/6 months: Olive Garden	7,220	15.1%	89
Fam rest/steak hse/6 months: Outback Steakhouse	5,475	11.4%	125
Fam rest/steak hse/6 months: Red Lobster	6,111	12.8%	111
Fam rest/steak hse/6 months: Red Robin	2,263	4.7%	73
Fam rest/steak hse/6 months: Ruby Tuesday	4,524	9.5%	163
Fam rest/steak hse/6 months: Texas Roadhouse	3,455	7.2%	90
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,738	5.7%	82
Fam rest/steak hse/6 months: Waffle House	2,263	4.7%	87
Went to fast food/drive-in restaurant in last 6 mo	42,677	89.2%	99
Went to fast food/drive-in restaurant 9+ times/mo	16,030	33.5%	85
Spent at fast food/drive-in last 6 months: <\$11	2,945	6.2%	136
Spent at fast food/drive-in last 6 months: \$11-\$20	5,403	11.3%	135
Spent at fast food/drive-in last 6 months: \$21-\$40	6,376	13.3%	106
Spent at fast food/drive-in last 6 months: \$41-\$50	3,638	7.6%	98
Spent at fast food/drive-in last 6 months: \$51-\$100	7,095	14.8%	89
Spent at fast food/drive-in last 6 months: \$101-\$200	4,186	8.7%	79
Spent at fast food/drive-in last 6 months: \$201+	3,051	6.4%	64

**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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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	18,313	38.3%	105
Fast food/drive-in last 6 months: home delivery	2,888	6.0%	78
Fast food/drive-in last 6 months: take-out/drive-thru	18,911	39.5%	86
Fast food/drive-in last 6 months: take-out/walk-in	8,340	17.4%	86
Fast food/drive-in last 6 months: breakfast	14,996	31.3%	96
Fast food/drive-in last 6 months: lunch	22,890	47.8%	97
Fast food/drive-in last 6 months: dinner	19,672	41.1%	91
Fast food/drive-in last 6 months: snack	4,514	9.4%	78
Fast food/drive-in last 6 months: weekday	28,949	60.5%	104
Fast food/drive-in last 6 months: weekend	18,577	38.8%	84
Fast food/drive-in last 6 months: A & W	1,286	2.7%	99
Fast food/drive-in last 6 months: Arby`s	8,200	17.1%	105
Fast food/drive-in last 6 months: Baskin-Robbins	953	2.0%	59
Fast food/drive-in last 6 months: Boston Market	1,642	3.4%	98
Fast food/drive-in last 6 months: Burger King	12,298	25.7%	87
Fast food/drive-in last 6 months: Captain D`s	2,170	4.5%	130
Fast food/drive-in last 6 months: Carl`s Jr.	1,380	2.9%	51
Fast food/drive-in last 6 months: Checkers	1,627	3.4%	108
Fast food/drive-in last 6 months: Chick-fil-A	6,620	13.8%	73
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,039	6.3%	53
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,156	2.4%	75
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,032	2.2%	60
Fast food/drive-in last 6 months: Cold Stone Creamery	821	1.7%	61
Fast food/drive-in last 6 months: Dairy Queen	6,787	14.2%	95
Fast food/drive-in last 6 months: Del Taco	901	1.9%	53
Fast food/drive-in last 6 months: Domino`s Pizza	4,936	10.3%	85
Fast food/drive-in last 6 months: Dunkin` Donuts	7,053	14.7%	117
Fast food/drive-in last 6 months: Hardee`s	3,332	7.0%	124
Fast food/drive-in last 6 months: Jack in the Box	2,381	5.0%	60
Fast food/drive-in last 6 months: KFC	10,241	21.4%	101
Fast food/drive-in last 6 months: Krispy Kreme	1,850	3.9%	78
Fast food/drive-in last 6 months: Little Caesars	3,933	8.2%	69
Fast food/drive-in last 6 months: Long John Silver`s	2,200	4.6%	104
Fast food/drive-in last 6 months: McDonald`s	23,000	48.1%	90
Went to Panda Express in last 6 months	2,270	4.7%	59
Fast food/drive-in last 6 months: Panera Bread	4,785	10.0%	87
Fast food/drive-in last 6 months: Papa John`s	3,403	7.1%	83
Fast food/drive-in last 6 months: Papa Murphy`s	1,971	4.1%	85
Fast food/drive-in last 6 months: Pizza Hut	8,483	17.7%	92
Fast food/drive-in last 6 months: Popeyes Chicken	2,553	5.3%	67
Fast food/drive-in last 6 months: Quiznos	1,013	2.1%	87
Fast food/drive-in last 6 months: Sonic Drive-In	5,528	11.5%	103
Fast food/drive-in last 6 months: Starbucks	4,976	10.4%	65
Fast food/drive-in last 6 months: Steak `n Shake	3,573	7.5%	141
Fast food/drive-in last 6 months: Subway	13,491	28.2%	91
Fast food/drive-in last 6 months: Taco Bell	12,131	25.3%	84
Fast food/drive-in last 6 months: Wendy`s	11,353	23.7%	88
Fast food/drive-in last 6 months: Whataburger	1,304	2.7%	62
Fast food/drive-in last 6 months: White Castle	1,309	2.7%	86

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Went to fine dining restaurant last month	5,099	10.7%	100
Went to fine dining restaurant 3+ times last month	1,516	3.2%	102
Spent at fine dining rest in last 6 months: <\$51	1,281	2.7%	142
Spent at fine dining rest in last 6 months: \$51-\$100	1,526	3.2%	94
Spent at fine dining rest in last 6 months: \$101-\$200	1,559	3.3%	100
Spent at fine dining rest in last 6 months: \$201+	1,374	2.9%	86

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