

Demographic Summary	2015	2020
Population	51,057	53,974
Population 18+	44,831	47,686
Households	24,708	26,153
Median Household Income	\$36,268	\$41,393

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	34,941	77.9%	103
Went to family restaurant/steak house 4+ times/mo	15,140	33.8%	117
Spent at family rest/steak hse last 6 months: <\$31	4,051	9.0%	125
Spent at family rest/steak hse last 6 months: \$31-50	3,961	8.8%	104
Spent at family rest/steak hse last 6 months: \$51-100	5,847	13.0%	87
Spent at family rest/steak hse last 6 months: \$101-200	6,101	13.6%	112
Spent at family rest/steak hse last 6 months: \$201-300	2,295	5.1%	87
Spent at family rest/steak hse last 6 months: \$301+	2,717	6.1%	82
Family restaurant/steak house last 6 months: breakfast	5,689	12.7%	101
Family restaurant/steak house last 6 months: lunch	10,121	22.6%	116
Family restaurant/steak house last 6 months: dinner	22,102	49.3%	103
Family restaurant/steak house last 6 months: snack	641	1.4%	81
Family restaurant/steak house last 6 months: weekday	17,314	38.6%	121
Family restaurant/steak house last 6 months: weekend	16,884	37.7%	89
Fam rest/steak hse/6 months: Applebee`s	12,415	27.7%	111
Fam rest/steak hse/6 months: Bob Evans Farms	2,852	6.4%	171
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,956	4.4%	57
Fam rest/steak hse/6 months: California Pizza Kitchen	776	1.7%	53
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,383	7.5%	246
Fam rest/steak hse/6 months: The Cheesecake Factory	2,534	5.7%	83
Fam rest/steak hse/6 months: Chili`s Grill & Bar	5,809	13.0%	106
Fam rest/steak hse/6 months: CiCi`s Pizza	1,546	3.4%	78
Fam rest/steak hse/6 months: Cracker Barrel	6,687	14.9%	154
Fam rest/steak hse/6 months: Denny`s	5,384	12.0%	127
Fam rest/steak hse/6 months: Golden Corral	5,919	13.2%	153
Fam rest/steak hse/6 months: IHOP	5,782	12.9%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,646	3.7%	103
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,559	5.7%	133
Fam rest/steak hse/6 months: Old Country Buffet	875	2.0%	93
Fam rest/steak hse/6 months: Olive Garden	9,516	21.2%	121
Fam rest/steak hse/6 months: Outback Steakhouse	6,404	14.3%	144
Fam rest/steak hse/6 months: Red Lobster	8,109	18.1%	143
Fam rest/steak hse/6 months: Red Robin	2,055	4.6%	77
Fam rest/steak hse/6 months: Ruby Tuesday	4,737	10.6%	153
Fam rest/steak hse/6 months: Texas Roadhouse	2,802	6.3%	84
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,879	6.4%	80
Fam rest/steak hse/6 months: Waffle House	2,463	5.5%	101
Went to fast food/drive-in restaurant in last 6 mo	40,164	89.6%	99
Went to fast food/drive-in restaurant 9+ times/mo	16,198	36.1%	89
Spent at fast food/drive-in last 6 months: <\$11	2,654	5.9%	136
Spent at fast food/drive-in last 6 months: \$11-\$20	4,451	9.9%	129
Spent at fast food/drive-in last 6 months: \$21-\$40	5,623	12.5%	104
Spent at fast food/drive-in last 6 months: \$41-\$50	3,649	8.1%	108
Spent at fast food/drive-in last 6 months: \$51-\$100	6,905	15.4%	93
Spent at fast food/drive-in last 6 months: \$101-\$200	4,445	9.9%	83
Spent at fast food/drive-in last 6 months: \$201+	4,375	9.8%	80

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.

Restaurant Market Potential

North Fort Myers Community
Area: 64.69 square miles

Prepared by Esri
Latitude: 26.72050653
Longitude: -81.8544631

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	18,276	40.8%	112
Fast food/drive-in last 6 months: home delivery	2,372	5.3%	67
Fast food/drive-in last 6 months: take-out/drive-thru	18,957	42.3%	90
Fast food/drive-in last 6 months: take-out/walk-in	7,577	16.9%	86
Fast food/drive-in last 6 months: breakfast	16,039	35.8%	108
Fast food/drive-in last 6 months: lunch	22,142	49.4%	98
Fast food/drive-in last 6 months: dinner	16,827	37.5%	85
Fast food/drive-in last 6 months: snack	5,047	11.3%	90
Fast food/drive-in last 6 months: weekday	28,529	63.6%	107
Fast food/drive-in last 6 months: weekend	16,979	37.9%	83
Fast food/drive-in last 6 months: A & W	1,318	2.9%	90
Fast food/drive-in last 6 months: Arby`s	7,109	15.9%	94
Fast food/drive-in last 6 months: Baskin-Robbins	1,163	2.6%	74
Fast food/drive-in last 6 months: Boston Market	1,563	3.5%	102
Fast food/drive-in last 6 months: Burger King	13,482	30.1%	95
Fast food/drive-in last 6 months: Captain D`s	1,418	3.2%	92
Fast food/drive-in last 6 months: Carl`s Jr.	1,988	4.4%	76
Fast food/drive-in last 6 months: Checkers	1,467	3.3%	112
Fast food/drive-in last 6 months: Chick-fil-A	6,093	13.6%	82
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,170	4.8%	52
Fast food/drive-in last 6 months: Chuck E. Cheese`s	919	2.0%	57
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,330	3.0%	82
Fast food/drive-in last 6 months: Cold Stone Creamery	1,121	2.5%	74
Fast food/drive-in last 6 months: Dairy Queen	5,407	12.1%	87
Fast food/drive-in last 6 months: Del Taco	1,260	2.8%	80
Fast food/drive-in last 6 months: Domino`s Pizza	3,641	8.1%	69
Fast food/drive-in last 6 months: Dunkin` Donuts	4,991	11.1%	99
Fast food/drive-in last 6 months: Hardee`s	3,677	8.2%	136
Fast food/drive-in last 6 months: Jack in the Box	2,874	6.4%	75
Fast food/drive-in last 6 months: KFC	8,656	19.3%	83
Fast food/drive-in last 6 months: Krispy Kreme	1,561	3.5%	83
Fast food/drive-in last 6 months: Little Caesars	3,788	8.4%	77
Fast food/drive-in last 6 months: Long John Silver`s	2,502	5.6%	100
Fast food/drive-in last 6 months: McDonald`s	24,411	54.5%	98
Fast food/drive-in last 6 months: Panera Bread	4,241	9.5%	90
Fast food/drive-in last 6 months: Papa John`s	3,011	6.7%	71
Fast food/drive-in last 6 months: Papa Murphy`s	1,443	3.2%	77
Fast food/drive-in last 6 months: Pizza Hut	9,086	20.3%	101
Fast food/drive-in last 6 months: Popeyes Chicken	3,031	6.8%	87
Fast food/drive-in last 6 months: Quiznos	1,953	4.4%	105
Fast food/drive-in last 6 months: Sonic Drive-In	4,002	8.9%	86
Fast food/drive-in last 6 months: Starbucks	3,330	7.4%	51
Fast food/drive-in last 6 months: Steak `n Shake	3,397	7.6%	157
Fast food/drive-in last 6 months: Subway	13,914	31.0%	93
Fast food/drive-in last 6 months: Taco Bell	12,833	28.6%	90
Fast food/drive-in last 6 months: Wendy`s	13,244	29.5%	103
Fast food/drive-in last 6 months: Whataburger	1,106	2.5%	65
Fast food/drive-in last 6 months: White Castle	1,159	2.6%	77

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Went to fine dining restaurant last month	4,459	9.9%	85
Went to fine dining restaurant 3+ times last month	1,291	2.9%	88
Spent at fine dining rest in last 6 months: <\$51	1,012	2.3%	113
Spent at fine dining rest in last 6 months: \$51-\$100	1,380	3.1%	83
Spent at fine dining rest in last 6 months: \$101-\$200	1,547	3.5%	95
Spent at fine dining rest in last 6 months: \$201+	1,630	3.6%	87

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