

Demographic Summary		2016	2021	
Population		52,229	56,414	
Population 18+		45,909	49,909	
Households		25,163	27,127	
Median Household Income		\$39,549	\$43,893	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		34,616	75.4%	101
Went to family restaurant/steak house 4+ times/mo		13,749	29.9%	109
Spent at family rest/steak hse last 6 months: <\$31		3,712	8.1%	114
Spent at family rest/steak hse last 6 months: \$31-50		4,190	9.1%	111
Spent at family rest/steak hse last 6 months: \$51-100		6,606	14.4%	95
Spent at family rest/steak hse last 6 months: \$101-200		5,715	12.4%	104
Spent at family rest/steak hse last 6 months: \$201-300		2,197	4.8%	88
Spent at family rest/steak hse last 6 months: \$301+		2,727	5.9%	81
Family restaurant/steak house last 6 months: breakfast		5,608	12.2%	97
Family restaurant/steak house last 6 months: lunch		9,179	20.0%	106
Family restaurant/steak house last 6 months: dinner		21,143	46.1%	99
Family restaurant/steak house last 6 months: snack		827	1.8%	95
Family restaurant/steak house last 6 months: weekday		15,830	34.5%	113
Family restaurant/steak house last 6 months: weekend		15,954	34.8%	84
Fam rest/steak hse/6 months: Applebee`s		12,386	27.0%	114
Fam rest/steak hse/6 months: Bob Evans Farms		1,926	4.2%	115
Fam rest/steak hse/6 months: Buffalo Wild Wings		2,520	5.5%	64
Fam rest/steak hse/6 months: California Pizza Kitchen		918	2.0%	60
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		2,014	4.4%	141
Fam rest/steak hse/6 months: The Cheesecake Factory		2,584	5.6%	86
Fam rest/steak hse/6 months: Chili`s Grill & Bar		4,916	10.7%	88
Fam rest/steak hse/6 months: CiCi`s Pizza		1,299	2.8%	73
Fam rest/steak hse/6 months: Cracker Barrel		6,822	14.9%	148
Fam rest/steak hse/6 months: Denny`s		4,441	9.7%	105
Fam rest/steak hse/6 months: Golden Corral		4,726	10.3%	128
Fam rest/steak hse/6 months: IHOP		5,093	11.1%	99
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,514	3.3%	96
Fam rest/steak hse/6 months: LongHorn Steakhouse		2,689	5.9%	123
Fam rest/steak hse/6 months: Old Country Buffet		825	1.8%	104
Fam rest/steak hse/6 months: Olive Garden		7,898	17.2%	99
Fam rest/steak hse/6 months: Outback Steakhouse		5,178	11.3%	119
Fam rest/steak hse/6 months: Red Lobster		6,886	15.0%	125
Fam rest/steak hse/6 months: Red Robin		2,254	4.9%	80
Fam rest/steak hse/6 months: Ruby Tuesday		4,246	9.2%	152
Fam rest/steak hse/6 months: Texas Roadhouse		2,541	5.5%	73
Fam rest/steak hse/6 months: T.G.I. Friday`s		3,105	6.8%	90
Fam rest/steak hse/6 months: Waffle House		2,417	5.3%	100
Went to fast food/drive-in restaurant in last 6 mo		40,980	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo		16,178	35.2%	89
Spent at fast food/drive-in last 6 months: <\$11		2,465	5.4%	125
Spent at fast food/drive-in last 6 months: \$11-\$20		4,812	10.5%	142
Spent at fast food/drive-in last 6 months: \$21-\$40		5,705	12.4%	105
Spent at fast food/drive-in last 6 months: \$41-\$50		3,908	8.5%	113
Spent at fast food/drive-in last 6 months: \$51-\$100		6,545	14.3%	85
Spent at fast food/drive-in last 6 months: \$101-\$200		4,983	10.9%	90
Spent at fast food/drive-in last 6 months: \$201+		3,999	8.7%	72

**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	18,564	40.4%	111
Fast food/drive-in last 6 months: home delivery	2,369	5.2%	67
Fast food/drive-in last 6 months: take-out/drive-thru	18,912	41.2%	89
Fast food/drive-in last 6 months: take-out/walk-in	7,958	17.3%	89
Fast food/drive-in last 6 months: breakfast	14,613	31.8%	98
Fast food/drive-in last 6 months: lunch	22,189	48.3%	97
Fast food/drive-in last 6 months: dinner	18,156	39.5%	89
Fast food/drive-in last 6 months: snack	4,602	10.0%	83
Fast food/drive-in last 6 months: weekday	28,439	61.9%	106
Fast food/drive-in last 6 months: weekend	16,843	36.7%	80
Fast food/drive-in last 6 months: A & W	1,080	2.4%	85
Fast food/drive-in last 6 months: Arby`s	6,864	15.0%	94
Fast food/drive-in last 6 months: Baskin-Robbins	1,421	3.1%	94
Fast food/drive-in last 6 months: Boston Market	1,501	3.3%	96
Fast food/drive-in last 6 months: Burger King	12,523	27.3%	90
Fast food/drive-in last 6 months: Captain D`s	1,383	3.0%	88
Fast food/drive-in last 6 months: Carl`s Jr.	1,971	4.3%	77
Fast food/drive-in last 6 months: Checkers	1,273	2.8%	97
Fast food/drive-in last 6 months: Chick-fil-A	6,287	13.7%	77
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,901	6.3%	61
Fast food/drive-in last 6 months: Chuck E. Cheese`s	962	2.1%	62
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,091	2.4%	72
Fast food/drive-in last 6 months: Cold Stone Creamery	1,073	2.3%	77
Fast food/drive-in last 6 months: Dairy Queen	5,329	11.6%	82
Fast food/drive-in last 6 months: Del Taco	1,313	2.9%	79
Fast food/drive-in last 6 months: Domino`s Pizza	4,014	8.7%	74
Fast food/drive-in last 6 months: Dunkin` Donuts	6,212	13.5%	114
Fast food/drive-in last 6 months: Hardee`s	3,811	8.3%	144
Fast food/drive-in last 6 months: Jack in the Box	2,689	5.9%	71
Fast food/drive-in last 6 months: KFC	8,576	18.7%	88
Fast food/drive-in last 6 months: Krispy Kreme	1,809	3.9%	85
Fast food/drive-in last 6 months: Little Caesars	3,591	7.8%	69
Fast food/drive-in last 6 months: Long John Silver`s	2,498	5.4%	107
Fast food/drive-in last 6 months: McDonald`s	23,915	52.1%	95
Went to Panda Express in last 6 months	1,848	4.0%	53
Fast food/drive-in last 6 months: Panera Bread	4,463	9.7%	86
Fast food/drive-in last 6 months: Papa John`s	3,164	6.9%	77
Fast food/drive-in last 6 months: Papa Murphy`s	1,484	3.2%	76
Fast food/drive-in last 6 months: Pizza Hut	9,216	20.1%	100
Fast food/drive-in last 6 months: Popeyes Chicken	2,041	4.4%	57
Fast food/drive-in last 6 months: Quiznos	1,240	2.7%	84
Fast food/drive-in last 6 months: Sonic Drive-In	5,022	10.9%	106
Fast food/drive-in last 6 months: Starbucks	3,754	8.2%	56
Fast food/drive-in last 6 months: Steak `n Shake	3,084	6.7%	133
Fast food/drive-in last 6 months: Subway	13,210	28.8%	89
Fast food/drive-in last 6 months: Taco Bell	12,300	26.8%	87
Fast food/drive-in last 6 months: Wendy`s	12,669	27.6%	99
Fast food/drive-in last 6 months: Whataburger	1,205	2.6%	62
Fast food/drive-in last 6 months: White Castle	1,100	2.4%	83

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# Restaurant Market Potential

North Fort Myers Community  
 Area: 64.42 square miles

Prepared by Esri

Went to fine dining restaurant last month	3,961	8.6%	77
Went to fine dining restaurant 3+ times last month	1,319	2.9%	92
Spent at fine dining rest in last 6 months: <\$51	1,237	2.7%	132
Spent at fine dining rest in last 6 months: \$51-\$100	1,428	3.1%	84
Spent at fine dining rest in last 6 months: \$101-\$200	1,672	3.6%	98
Spent at fine dining rest in last 6 months: \$201+	1,405	3.1%	77

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