

Demographic Summary	2016	2021	
Population	6,850	7,406	
Population 18+	6,417	6,999	
Households	3,546	3,823	
Median Household Income	\$86,807	\$99,961	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,150	80.3%	108
Went to family restaurant/steak house 4+ times/mo	2,230	34.8%	126
Spent at family rest/steak hse last 6 months: <\$31	524	8.2%	115
Spent at family rest/steak hse last 6 months: \$31-50	554	8.6%	105
Spent at family rest/steak hse last 6 months: \$51-100	968	15.1%	100
Spent at family rest/steak hse last 6 months: \$101-200	969	15.1%	127
Spent at family rest/steak hse last 6 months: \$201-300	317	4.9%	91
Spent at family rest/steak hse last 6 months: \$301+	661	10.3%	140
Family restaurant/steak house last 6 months: breakfast	1,012	15.8%	126
Family restaurant/steak house last 6 months: lunch	1,372	21.4%	113
Family restaurant/steak house last 6 months: dinner	3,281	51.1%	110
Family restaurant/steak house last 6 months: snack	186	2.9%	152
Family restaurant/steak house last 6 months: weekday	2,872	44.8%	147
Family restaurant/steak house last 6 months: weekend	2,743	42.7%	104
Fam rest/steak hse/6 months: Applebee`s	1,675	26.1%	110
Fam rest/steak hse/6 months: Bob Evans Farms	307	4.8%	131
Fam rest/steak hse/6 months: Buffalo Wild Wings	272	4.2%	50
Fam rest/steak hse/6 months: California Pizza Kitchen	317	4.9%	147
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	618	9.6%	310
Fam rest/steak hse/6 months: The Cheesecake Factory	584	9.1%	139
Fam rest/steak hse/6 months: Chili`s Grill & Bar	760	11.8%	98
Fam rest/steak hse/6 months: CiCi`s Pizza	158	2.5%	63
Fam rest/steak hse/6 months: Cracker Barrel	1,147	17.9%	178
Fam rest/steak hse/6 months: Denny`s	503	7.8%	85
Fam rest/steak hse/6 months: Golden Corral	230	3.6%	44
Fam rest/steak hse/6 months: IHOP	748	11.7%	104
Fam rest/steak hse/6 months: Logan`s Roadhouse	164	2.6%	75
Fam rest/steak hse/6 months: LongHorn Steakhouse	491	7.7%	160
Fam rest/steak hse/6 months: Old Country Buffet	105	1.6%	95
Fam rest/steak hse/6 months: Olive Garden	1,393	21.7%	125
Fam rest/steak hse/6 months: Outback Steakhouse	1,081	16.8%	178
Fam rest/steak hse/6 months: Red Lobster	979	15.3%	127
Fam rest/steak hse/6 months: Red Robin	281	4.4%	72
Fam rest/steak hse/6 months: Ruby Tuesday	1,026	16.0%	263
Fam rest/steak hse/6 months: Texas Roadhouse	273	4.3%	56
Fam rest/steak hse/6 months: T.G.I. Friday`s	222	3.5%	46
Fam rest/steak hse/6 months: Waffle House	292	4.6%	86
Went to fast food/drive-in restaurant in last 6 mo	5,792	90.3%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,192	34.2%	87
Spent at fast food/drive-in last 6 months: <\$11	393	6.1%	143
Spent at fast food/drive-in last 6 months: \$11-\$20	474	7.4%	100
Spent at fast food/drive-in last 6 months: \$21-\$40	929	14.5%	123
Spent at fast food/drive-in last 6 months: \$41-\$50	608	9.5%	125
Spent at fast food/drive-in last 6 months: \$51-\$100	763	11.9%	71
Spent at fast food/drive-in last 6 months: \$101-\$200	900	14.0%	117
Spent at fast food/drive-in last 6 months: \$201+	548	8.5%	70

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	2,544	39.6%	109
Fast food/drive-in last 6 months: home delivery	189	2.9%	38
Fast food/drive-in last 6 months: take-out/drive-thru	2,410	37.6%	81
Fast food/drive-in last 6 months: take-out/walk-in	1,173	18.3%	94
Fast food/drive-in last 6 months: breakfast	2,279	35.5%	110
Fast food/drive-in last 6 months: lunch	3,176	49.5%	99
Fast food/drive-in last 6 months: dinner	2,196	34.2%	77
Fast food/drive-in last 6 months: snack	780	12.2%	101
Fast food/drive-in last 6 months: weekday	4,065	63.3%	109
Fast food/drive-in last 6 months: weekend	2,480	38.6%	85
Fast food/drive-in last 6 months: A & W	110	1.7%	62
Fast food/drive-in last 6 months: Arby`s	714	11.1%	70
Fast food/drive-in last 6 months: Baskin-Robbins	181	2.8%	85
Fast food/drive-in last 6 months: Boston Market	140	2.2%	64
Fast food/drive-in last 6 months: Burger King	1,285	20.0%	66
Fast food/drive-in last 6 months: Captain D`s	96	1.5%	44
Fast food/drive-in last 6 months: Carl`s Jr.	257	4.0%	72
Fast food/drive-in last 6 months: Checkers	186	2.9%	101
Fast food/drive-in last 6 months: Chick-fil-A	1,263	19.7%	110
Fast food/drive-in last 6 months: Chipotle Mex. Grill	413	6.4%	62
Fast food/drive-in last 6 months: Chuck E. Cheese`s	108	1.7%	50
Fast food/drive-in last 6 months: Church`s Fr. Chicken	127	2.0%	60
Fast food/drive-in last 6 months: Cold Stone Creamery	160	2.5%	82
Fast food/drive-in last 6 months: Dairy Queen	894	13.9%	99
Fast food/drive-in last 6 months: Del Taco	184	2.9%	79
Fast food/drive-in last 6 months: Domino`s Pizza	524	8.2%	69
Fast food/drive-in last 6 months: Dunkin` Donuts	867	13.5%	114
Fast food/drive-in last 6 months: Hardee`s	253	3.9%	68
Fast food/drive-in last 6 months: Jack in the Box	259	4.0%	49
Fast food/drive-in last 6 months: KFC	1,007	15.7%	74
Fast food/drive-in last 6 months: Krispy Kreme	228	3.6%	77
Fast food/drive-in last 6 months: Little Caesars	293	4.6%	40
Fast food/drive-in last 6 months: Long John Silver`s	186	2.9%	57
Fast food/drive-in last 6 months: McDonald`s	3,337	52.0%	94
Went to Panda Express in last 6 months	260	4.1%	53
Fast food/drive-in last 6 months: Panera Bread	881	13.7%	121
Fast food/drive-in last 6 months: Papa John`s	381	5.9%	66
Fast food/drive-in last 6 months: Papa Murphy`s	234	3.6%	86
Fast food/drive-in last 6 months: Pizza Hut	1,017	15.8%	79
Fast food/drive-in last 6 months: Popeyes Chicken	243	3.8%	49
Fast food/drive-in last 6 months: Quiznos	153	2.4%	74
Fast food/drive-in last 6 months: Sonic Drive-In	512	8.0%	77
Fast food/drive-in last 6 months: Starbucks	1,201	18.7%	127
Fast food/drive-in last 6 months: Steak `n Shake	301	4.7%	93
Fast food/drive-in last 6 months: Subway	1,965	30.6%	94
Fast food/drive-in last 6 months: Taco Bell	1,255	19.6%	63
Fast food/drive-in last 6 months: Wendy`s	1,491	23.2%	84
Fast food/drive-in last 6 months: Whataburger	205	3.2%	76
Fast food/drive-in last 6 months: White Castle	141	2.2%	76

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.

Restaurant Market Potential

City of Sanibel
 Area: 33.56 square miles

Prepared by Esri

Went to fine dining restaurant last month	1,387	21.6%	192
Went to fine dining restaurant 3+ times last month	480	7.5%	239
Spent at fine dining rest in last 6 months: <\$51	211	3.3%	161
Spent at fine dining rest in last 6 months: \$51-\$100	200	3.1%	84
Spent at fine dining rest in last 6 months: \$101-\$200	465	7.2%	196
Spent at fine dining rest in last 6 months: \$201+	486	7.6%	192

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.