

Sanibel City, FL
 Sanibel City, FL (1263700)
 Geography: Place

Prepared by Esri

Demographic Summary	2015	2020
Population	6,726	7,123
Population 18+	6,293	6,734
Households	3,496	3,710
Median Household Income	\$81,011	\$91,129

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	4,981	79.2%	105
Went to family restaurant/steak house 4+ times/mo	2,259	35.9%	125
Spent at family rest/steak hse last 6 months: <\$31	386	6.1%	85
Spent at family rest/steak hse last 6 months: \$31-50	544	8.6%	102
Spent at family rest/steak hse last 6 months: \$51-100	980	15.6%	104
Spent at family rest/steak hse last 6 months: \$101-200	850	13.5%	111
Spent at family rest/steak hse last 6 months: \$201-300	403	6.4%	108
Spent at family rest/steak hse last 6 months: \$301+	600	9.5%	129
Family restaurant/steak house last 6 months: breakfast	924	14.7%	117
Family restaurant/steak house last 6 months: lunch	1,383	22.0%	113
Family restaurant/steak house last 6 months: dinner	3,041	48.3%	101
Family restaurant/steak house last 6 months: snack	145	2.3%	131
Family restaurant/steak house last 6 months: weekday	2,715	43.1%	136
Family restaurant/steak house last 6 months: weekend	2,600	41.3%	98
Fam rest/steak hse/6 months: Applebee` s	1,525	24.2%	97
Fam rest/steak hse/6 months: Bob Evans Farms	314	5.0%	134
Fam rest/steak hse/6 months: Buffalo Wild Wings	304	4.8%	63
Fam rest/steak hse/6 months: California Pizza Kitchen	221	3.5%	108
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	693	11.0%	359
Fam rest/steak hse/6 months: The Cheesecake Factory	581	9.2%	135
Fam rest/steak hse/6 months: Chili`s Grill & Bar	704	11.2%	92
Fam rest/steak hse/6 months: CiCi`s Pizza	142	2.3%	51
Fam rest/steak hse/6 months: Cracker Barrel	1,053	16.7%	172
Fam rest/steak hse/6 months: Denny`s	464	7.4%	78
Fam rest/steak hse/6 months: Golden Corral	447	7.1%	83
Fam rest/steak hse/6 months: IHOP	749	11.9%	102
Fam rest/steak hse/6 months: Logan`s Roadhouse	215	3.4%	96
Fam rest/steak hse/6 months: LongHorn Steakhouse	435	6.9%	161
Fam rest/steak hse/6 months: Old Country Buffet	115	1.8%	87
Fam rest/steak hse/6 months: Olive Garden	1,440	22.9%	131
Fam rest/steak hse/6 months: Outback Steakhouse	1,026	16.3%	164
Fam rest/steak hse/6 months: Red Lobster	969	15.4%	122
Fam rest/steak hse/6 months: Red Robin	391	6.2%	104
Fam rest/steak hse/6 months: Ruby Tuesday	885	14.1%	204
Fam rest/steak hse/6 months: Texas Roadhouse	322	5.1%	69
Fam rest/steak hse/6 months: T.G.I. Friday`s	191	3.0%	38
Fam rest/steak hse/6 months: Waffle House	341	5.4%	100
Went to fast food/drive-in restaurant in last 6 mo	5,669	90.1%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,084	33.1%	82
Spent at fast food/drive-in last 6 months: <\$11	354	5.6%	129
Spent at fast food/drive-in last 6 months: \$11-\$20	485	7.7%	100
Spent at fast food/drive-in last 6 months: \$21-\$40	995	15.8%	131
Spent at fast food/drive-in last 6 months: \$41-\$50	630	10.0%	133
Spent at fast food/drive-in last 6 months: \$51-\$100	877	13.9%	84
Spent at fast food/drive-in last 6 months: \$101-\$200	811	12.9%	107
Spent at fast food/drive-in last 6 months: \$201+	467	7.4%	61

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.

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	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,516	40.0%	110
Fast food/drive-in last 6 months: home delivery	203	3.2%	41
Fast food/drive-in last 6 months: take-out/drive-thru	2,417	38.4%	82
Fast food/drive-in last 6 months: take-out/walk-in	982	15.6%	80
Fast food/drive-in last 6 months: breakfast	2,081	33.1%	100
Fast food/drive-in last 6 months: lunch	3,097	49.2%	98
Fast food/drive-in last 6 months: dinner	2,174	34.5%	78
Fast food/drive-in last 6 months: snack	848	13.5%	107
Fast food/drive-in last 6 months: weekday	3,951	62.8%	106
Fast food/drive-in last 6 months: weekend	2,191	34.8%	76
Fast food/drive-in last 6 months: A & W	140	2.2%	68
Fast food/drive-in last 6 months: Arby`s	916	14.6%	86
Fast food/drive-in last 6 months: Baskin-Robbins	211	3.4%	96
Fast food/drive-in last 6 months: Boston Market	126	2.0%	58
Fast food/drive-in last 6 months: Burger King	1,627	25.9%	82
Fast food/drive-in last 6 months: Captain D`s	106	1.7%	49
Fast food/drive-in last 6 months: Carl`s Jr.	268	4.3%	73
Fast food/drive-in last 6 months: Checkers	193	3.1%	105
Fast food/drive-in last 6 months: Chick-fil-A	1,296	20.6%	125
Fast food/drive-in last 6 months: Chipotle Mex. Grill	274	4.4%	47
Fast food/drive-in last 6 months: Chuck E. Cheese`s	84	1.3%	37
Fast food/drive-in last 6 months: Church`s Fr. Chicken	126	2.0%	56
Fast food/drive-in last 6 months: Cold Stone Creamery	129	2.0%	61
Fast food/drive-in last 6 months: Dairy Queen	982	15.6%	112
Fast food/drive-in last 6 months: Del Taco	120	1.9%	54
Fast food/drive-in last 6 months: Domino`s Pizza	496	7.9%	67
Fast food/drive-in last 6 months: Dunkin` Donuts	609	9.7%	86
Fast food/drive-in last 6 months: Hardee`s	509	8.1%	135
Fast food/drive-in last 6 months: Jack in the Box	236	3.8%	44
Fast food/drive-in last 6 months: KFC	1,005	16.0%	69
Fast food/drive-in last 6 months: Krispy Kreme	196	3.1%	74
Fast food/drive-in last 6 months: Little Caesars	210	3.3%	30
Fast food/drive-in last 6 months: Long John Silver`s	206	3.3%	58
Fast food/drive-in last 6 months: McDonald`s	3,392	53.9%	97
Fast food/drive-in last 6 months: Panera Bread	750	11.9%	113
Fast food/drive-in last 6 months: Papa John`s	401	6.4%	68
Fast food/drive-in last 6 months: Papa Murphy`s	297	4.7%	113
Fast food/drive-in last 6 months: Pizza Hut	984	15.6%	78
Fast food/drive-in last 6 months: Popeyes Chicken	251	4.0%	52
Fast food/drive-in last 6 months: Quiznos	211	3.4%	81
Fast food/drive-in last 6 months: Sonic Drive-In	606	9.6%	93
Fast food/drive-in last 6 months: Starbucks	1,040	16.5%	113
Fast food/drive-in last 6 months: Steak `n Shake	354	5.6%	117
Fast food/drive-in last 6 months: Subway	2,037	32.4%	97
Fast food/drive-in last 6 months: Taco Bell	1,223	19.4%	61
Fast food/drive-in last 6 months: Wendy`s	1,830	29.1%	102
Fast food/drive-in last 6 months: Whataburger	202	3.2%	85
Fast food/drive-in last 6 months: White Castle	142	2.3%	67

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Restaurant Market Potential

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Went to fine dining restaurant last month	1,163	18.5%	159
Went to fine dining restaurant 3+ times last month	398	6.3%	194
Spent at fine dining rest in last 6 months: <\$51	131	2.1%	104
Spent at fine dining rest in last 6 months: \$51-\$100	226	3.6%	96
Spent at fine dining rest in last 6 months: \$101-\$200	470	7.5%	206
Spent at fine dining rest in last 6 months: \$201+	422	6.7%	160

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