



# Restaurant Market Potential

Hendry County, FL  
Geography: County

Prepared by Esri

Demographic Summary		2016	2021	
Population		39,056	40,371	
Population 18+		28,391	29,359	
Households		12,289	12,652	
Median Household Income		\$35,506	\$40,422	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		19,508	68.7%	92
Went to family restaurant/steak house 4+ times/mo		6,790	23.9%	87
Spent at family rest/steak hse last 6 months: <\$31		2,068	7.3%	103
Spent at family rest/steak hse last 6 months: \$31-50		2,007	7.1%	86
Spent at family rest/steak hse last 6 months: \$51-100		3,469	12.2%	81
Spent at family rest/steak hse last 6 months: \$101-200		3,182	11.2%	94
Spent at family rest/steak hse last 6 months: \$201-300		1,352	4.8%	88
Spent at family rest/steak hse last 6 months: \$301+		1,162	4.1%	56
Family restaurant/steak house last 6 months: breakfast		2,973	10.5%	84
Family restaurant/steak house last 6 months: lunch		4,660	16.4%	87
Family restaurant/steak house last 6 months: dinner		11,177	39.4%	85
Family restaurant/steak house last 6 months: snack		426	1.5%	79
Family restaurant/steak house last 6 months: weekday		7,040	24.8%	82
Family restaurant/steak house last 6 months: weekend		10,241	36.1%	87
Fam rest/steak hse/6 months: Applebee`s		6,033	21.2%	90
Fam rest/steak hse/6 months: Bob Evans Farms		709	2.5%	68
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,828	6.4%	75
Fam rest/steak hse/6 months: California Pizza Kitchen		606	2.1%	64
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		701	2.5%	79
Fam rest/steak hse/6 months: The Cheesecake Factory		1,080	3.8%	58
Fam rest/steak hse/6 months: Chili`s Grill & Bar		3,361	11.8%	98
Fam rest/steak hse/6 months: CiCi`s Pizza		1,608	5.7%	145
Fam rest/steak hse/6 months: Cracker Barrel		2,422	8.5%	85
Fam rest/steak hse/6 months: Denny`s		3,360	11.8%	128
Fam rest/steak hse/6 months: Golden Corral		3,233	11.4%	141
Fam rest/steak hse/6 months: IHOP		3,016	10.6%	95
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,030	3.6%	106
Fam rest/steak hse/6 months: LongHorn Steakhouse		1,077	3.8%	80
Fam rest/steak hse/6 months: Old Country Buffet		397	1.4%	81
Fam rest/steak hse/6 months: Olive Garden		4,169	14.7%	85
Fam rest/steak hse/6 months: Outback Steakhouse		1,975	7.0%	73
Fam rest/steak hse/6 months: Red Lobster		3,229	11.4%	95
Fam rest/steak hse/6 months: Red Robin		1,345	4.7%	78
Fam rest/steak hse/6 months: Ruby Tuesday		1,373	4.8%	80
Fam rest/steak hse/6 months: Texas Roadhouse		1,775	6.3%	82
Fam rest/steak hse/6 months: T.G.I. Friday`s		1,765	6.2%	83
Fam rest/steak hse/6 months: Waffle House		1,825	6.4%	122
Went to fast food/drive-in restaurant in last 6 mo		25,521	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo		11,054	38.9%	99
Spent at fast food/drive-in last 6 months: <\$11		1,382	4.9%	114
Spent at fast food/drive-in last 6 months: \$11-\$20		2,634	9.3%	125
Spent at fast food/drive-in last 6 months: \$21-\$40		3,392	11.9%	101
Spent at fast food/drive-in last 6 months: \$41-\$50		1,705	6.0%	80
Spent at fast food/drive-in last 6 months: \$51-\$100		4,259	15.0%	90
Spent at fast food/drive-in last 6 months: \$101-\$200		3,450	12.2%	101
Spent at fast food/drive-in last 6 months: \$201+		2,945	10.4%	86

**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.

August 02, 2016



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	9,217	32.5%	89
Fast food/drive-in last 6 months: home delivery	2,022	7.1%	93
Fast food/drive-in last 6 months: take-out/drive-thru	12,816	45.1%	97
Fast food/drive-in last 6 months: take-out/walk-in	4,501	15.9%	82
Fast food/drive-in last 6 months: breakfast	8,342	29.4%	91
Fast food/drive-in last 6 months: lunch	12,471	43.9%	88
Fast food/drive-in last 6 months: dinner	11,650	41.0%	93
Fast food/drive-in last 6 months: snack	3,074	10.8%	90
Fast food/drive-in last 6 months: weekday	14,873	52.4%	90
Fast food/drive-in last 6 months: weekend	12,350	43.5%	95
Fast food/drive-in last 6 months: A & W	682	2.4%	86
Fast food/drive-in last 6 months: Arby`s	3,786	13.3%	84
Fast food/drive-in last 6 months: Baskin-Robbins	652	2.3%	69
Fast food/drive-in last 6 months: Boston Market	862	3.0%	89
Fast food/drive-in last 6 months: Burger King	8,101	28.5%	94
Fast food/drive-in last 6 months: Captain D`s	1,081	3.8%	112
Fast food/drive-in last 6 months: Carl`s Jr.	2,612	9.2%	165
Fast food/drive-in last 6 months: Checkers	879	3.1%	108
Fast food/drive-in last 6 months: Chick-fil-A	3,898	13.7%	77
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,703	6.0%	58
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,032	3.6%	108
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,694	6.0%	182
Fast food/drive-in last 6 months: Cold Stone Creamery	553	1.9%	64
Fast food/drive-in last 6 months: Dairy Queen	3,830	13.5%	95
Fast food/drive-in last 6 months: Del Taco	1,412	5.0%	138
Fast food/drive-in last 6 months: Domino`s Pizza	3,249	11.4%	97
Fast food/drive-in last 6 months: Dunkin` Donuts	2,026	7.1%	60
Fast food/drive-in last 6 months: Hardee`s	1,995	7.0%	122
Fast food/drive-in last 6 months: Jack in the Box	3,563	12.5%	151
Fast food/drive-in last 6 months: KFC	5,560	19.6%	92
Fast food/drive-in last 6 months: Krispy Kreme	1,408	5.0%	107
Fast food/drive-in last 6 months: Little Caesars	3,819	13.5%	119
Fast food/drive-in last 6 months: Long John Silver`s	1,595	5.6%	110
Fast food/drive-in last 6 months: McDonald`s	16,480	58.0%	105
Went to Panda Express in last 6 months	2,451	8.6%	113
Fast food/drive-in last 6 months: Panera Bread	1,260	4.4%	39
Fast food/drive-in last 6 months: Papa John`s	1,988	7.0%	78
Fast food/drive-in last 6 months: Papa Murphy`s	912	3.2%	76
Fast food/drive-in last 6 months: Pizza Hut	6,710	23.6%	118
Fast food/drive-in last 6 months: Popeyes Chicken	2,419	8.5%	110
Fast food/drive-in last 6 months: Quiznos	776	2.7%	85
Fast food/drive-in last 6 months: Sonic Drive-In	3,441	12.1%	117
Fast food/drive-in last 6 months: Starbucks	2,673	9.4%	64
Fast food/drive-in last 6 months: Steak `n Shake	1,487	5.2%	104
Fast food/drive-in last 6 months: Subway	8,142	28.7%	88
Fast food/drive-in last 6 months: Taco Bell	9,579	33.7%	109
Fast food/drive-in last 6 months: Wendy`s	7,301	25.7%	93
Fast food/drive-in last 6 months: Whataburger	1,779	6.3%	149
Fast food/drive-in last 6 months: White Castle	903	3.2%	110

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Went to fine dining restaurant last month	1,589	5.6%	50
Went to fine dining restaurant 3+ times last month	495	1.7%	56
Spent at fine dining rest in last 6 months: <\$51	532	1.9%	92
Spent at fine dining rest in last 6 months: \$51-\$100	744	2.6%	71
Spent at fine dining rest in last 6 months: \$101-\$200	644	2.3%	61
Spent at fine dining rest in last 6 months: \$201+	521	1.8%	46

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