



# Restaurant Market Potential

Lake Wales city, FL (1238950)

Geography: Place

Demographic Summary		2020	2025	
Population		16,356	17,527	
Population 18+		12,670	13,479	
Households		6,511	6,948	
Median Household Income		\$41,779	\$44,739	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		8,784	69.3%	94
Went to family restaurant/steak house 4+ times/month		3,185	25.1%	96
Spent at family restaurant last 30 days: <\$1-30		1,039	8.2%	104
Spent at family restaurant last 30 days: \$31-50		1,086	8.6%	93
Spent at family restaurant last 30 days: \$51-100		1,752	13.8%	93
Spent at family restaurant last 30 days: \$101-200		935	7.4%	79
Went to family restaurant last 6 months: for breakfast		1,374	10.8%	84
Went to family restaurant last 6 months: for lunch		2,027	16.0%	86
Went to family restaurant last 6 months: for dinner		5,112	40.3%	89
Went to family restaurant last 6 months: for snack		183	1.4%	73
Went to family restaurant last 6 months: on weekday		3,686	29.1%	98
Went to family restaurant last 6 months: on weekend		4,431	35.0%	87
Went to family restaurant last 6 months: Applebee`s		2,702	21.3%	107
Went to family restaurant last 6 months: Bob Evans		686	5.4%	180
Went to family restaurant last 6 months: Buffalo Wild Wings		991	7.8%	81
Went to family restaurant last 6 months: California Pizza Kitchen		171	1.3%	51
Went to family restaurant last 6 months: The Cheesecake Factory		442	3.5%	50
Went to family restaurant last 6 months: Chili`s Grill & Bar		1,143	9.0%	86
Went to family restaurant last 6 months: CiCi's		294	2.3%	107
Went to family restaurant last 6 months: Cracker Barrel		1,651	13.0%	116
Went to family restaurant last 6 months: Denny`s		1,034	8.2%	92
Went to family restaurant last 6 months: Golden Corral		1,123	8.9%	126
Went to family restaurant last 6 months: IHOP		1,006	7.9%	81
Went to family restaurant last 6 months: Logan`s Roadhouse		471	3.7%	120
Went to family restaurant last 6 months: LongHorn Steakhouse		518	4.1%	77
Went to family restaurant last 6 months: Olive Garden		1,720	13.6%	87
Went to family restaurant last 6 months: Outback Steakhouse		772	6.1%	76
Went to family restaurant last 6 months: Red Lobster		1,301	10.3%	108
Went to family restaurant last 6 months: Red Robin		577	4.6%	67
Went to family restaurant last 6 months: Ruby Tuesday		514	4.1%	100
Went to family restaurant last 6 months: Texas Roadhouse		1,392	11.0%	106
Went to family restaurant last 6 months: T.G.I. Friday`s		464	3.7%	73
Went to family restaurant last 6 months: Waffle House		909	7.2%	113
Went to family restaurant last 6 months: fast food/drive-in		11,427	90.2%	100
Went to fast food/drive-in restaurant 9+ times/month		4,990	39.4%	101
Spent at fast food restaurant last 30 days: <\$1-10		497	3.9%	97
Spent at fast food restaurant last 30 days: \$11-\$20		1,354	10.7%	106
Spent at fast food restaurant last 30 days: \$21-\$40		2,157	17.0%	106
Spent at fast food restaurant last 30 days: \$41-\$50		1,008	8.0%	94
Spent at fast food restaurant last 30 days: \$51-\$100		2,024	16.0%	94
Spent at fast food restaurant last 30 days: \$101-\$200		857	6.8%	76
Spent at fast food restaurant last 30 days: \$201+		395	3.1%	94

**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 2020 and 2025.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	4,202	33.2%	93
Went to fast food restaurant in the last 6 months: home delivery	808	6.4%	75
Went to fast food restaurant in the last 6 months: take-out/drive-thru	5,791	45.7%	100
Went to fast food restaurant in the last 6 months: take-out/walk-in	2,216	17.5%	84
Went to fast food restaurant in the last 6 months: breakfast	4,084	32.2%	93
Went to fast food restaurant in the last 6 months: lunch	5,937	46.9%	95
Went to fast food restaurant in the last 6 months: dinner	5,614	44.3%	97
Went to fast food restaurant in the last 6 months: snack	1,258	9.9%	80
Went to fast food restaurant in the last 6 months: weekday	7,271	57.4%	99
Went to fast food restaurant in the last 6 months: weekend	5,368	42.4%	91
Went to fast food restaurant in the last 6 months: A & W	427	3.4%	120
Went to fast food restaurant in the last 6 months: Arby`s	2,785	22.0%	126
Went to fast food restaurant in the last 6 months: Baskin-Robbins	326	2.6%	75
Went to fast food restaurant in the last 6 months: Boston Market	316	2.5%	79
Went to fast food restaurant in the last 6 months: Burger King	4,532	35.8%	125
Went to fast food restaurant in the last 6 months: Captain D`s	565	4.5%	135
Went to fast food restaurant in the last 6 months: Carl`s Jr.	399	3.1%	54
Went to fast food restaurant in the last 6 months: Checkers	702	5.5%	161
Went to fast food restaurant in the last 6 months: Chick-fil-A	2,452	19.4%	75
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	821	6.5%	52
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	258	2.0%	77
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	562	4.4%	125
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	310	2.4%	83
Went to fast food restaurant in the last 6 months: Dairy Queen	2,240	17.7%	113
Went to fast food restaurant in the last 6 months: Del Taco	290	2.3%	58
Went to fast food restaurant in the last 6 months: Domino`s Pizza	1,494	11.8%	90
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	1,102	8.7%	64
Went to fast food restaurant in the last 6 months: Five Guys	800	6.3%	69
Went to fast food restaurant in the last 6 months: Hardee`s	1,268	10.0%	162
Went to fast food restaurant in the last 6 months: Jack in the Box	577	4.6%	60
Went to fast food restaurant in the last 6 months: Jimmy John`s	563	4.4%	77
Went to fast food restaurant in the last 6 months: KFC	3,289	26.0%	129
Went to fast food restaurant in the last 6 months: Krispy Kreme	585	4.6%	82
Went to fast food restaurant in the last 6 months: Little Caesars	1,911	15.1%	122
Went to fast food restaurant in the last 6 months: Long John Silver`s	665	5.2%	152
Went to fast food restaurant in the last 6 months: McDonald`s	6,922	54.6%	106
Went to fast food restaurant in the last 6 months: Panda Express	663	5.2%	54
Went to fast food restaurant in the last 6 months: Panera Bread	864	6.8%	54
Went to fast food restaurant in the last 6 months: Papa John`s	928	7.3%	88
Went to fast food restaurant in the last 6 months: Papa Murphy`s	413	3.3%	76
Went to fast food restaurant in the last 6 months: Pizza Hut	2,420	19.1%	121
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,068	8.4%	90
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,792	14.1%	117
Went to fast food restaurant in the last 6 months: Starbucks	1,289	10.2%	56
Went to fast food restaurant in the last 6 months: Steak `n Shake	990	7.8%	144
Went to fast food restaurant in the last 6 months: Subway	3,374	26.6%	109
Went to fast food restaurant in the last 6 months: Taco Bell	4,295	33.9%	118
Went to fast food restaurant in the last 6 months: Wendy`s	3,605	28.5%	111
Went to fast food restaurant in the last 6 months: Whataburger	478	3.8%	67
Went to fast food restaurant in the last 6 months: White Castle	443	3.5%	114
Went to fine dining restaurant last month	745	5.9%	57
Went to fine dining restaurant 3+ times last month	272	2.1%	74

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