



**investment  
properties  
corporation**

3838 Tamiami Trail North, Suite 402  
Naples, FL 34103-3586  
tel 239.261.3400 fax 239.261.7579 www.ipcnaples.com

**RESTAURANT STATISTICS**

	2011	CHANGE	2010	CHANGE	2009	CHANGE	2008	CHANGE	2007	CHANGE	2006	CHANGE	2005
<b>COLLIER COUNTY</b>													
SALES (MILLIONS)	\$657	<b>5.3%</b>	\$624	<b>2.8%</b>	\$607	<b>-3.0%</b>	\$626	<b>-2.9%</b>	\$645	<b>-1.7%</b>	\$656	<b>5.0%</b>	\$625
NO. OF RESTAURANTS	859	<b>0.5%</b>	855	<b>3.5%</b>	826	<b>1.2%</b>	816	<b>-0.4%</b>	819	<b>5.1%</b>	779	<b>1.6%</b>	767
NO. OF RESTAURANT SEATS	96,361	<b>0.0%</b>	96,341	<b>2.9%</b>	93,607	<b>3.0%</b>	90,890	<b>0.5%</b>	90,408	<b>2.6%</b>	88,133	<b>2.0%</b>	86,363
SALES PER SEAT	\$6,818	<b>5.3%</b>	\$6,477	<b>-0.1%</b>	\$6,485	<b>-5.8%</b>	\$6,887	<b>-3.5%</b>	\$7,134	<b>-4.2%</b>	\$7,443	<b>2.9%</b>	\$7,237
POPULATION PER SEAT	3.3	<b>0.0%</b>	3.3	<b>-1.9%</b>	3.4	<b>-2.0%</b>	3.5	<b>0.1%</b>	3.5	<b>-1.9%</b>	3.5	<b>-0.4%</b>	3.6
<b>LEE COUNTY</b>													
SALES (MILLIONS)	\$980	<b>3.3%</b>	\$949	<b>-0.6%</b>	\$955	<b>-2.0%</b>	\$974	<b>-1.2%</b>	\$986	<b>2.3%</b>	\$964	<b>9.5%</b>	\$880
NO. OF RESTAURANTS	1,355	<b>1.5%</b>	1,335	<b>0.3%</b>	1,331	<b>-0.1%</b>	1,332	<b>3.7%</b>	1,285	<b>4.8%</b>	1,226	<b>2.8%</b>	1,193
NO. OF RESTAURANT SEATS	144,010	<b>0.8%</b>	142,920	<b>1.5%</b>	140,766	<b>-0.9%</b>	142,065	<b>3.2%</b>	137,708	<b>4.9%</b>	131,223	<b>2.2%</b>	128,373
SALES PER SEAT	\$6,805	<b>2.5%</b>	\$6,640	<b>-2.1%</b>	\$6,784	<b>-1.0%</b>	\$6,856	<b>-4.2%</b>	\$7,160	<b>-2.5%</b>	\$7,346	<b>7.2%</b>	\$6,855
POPULATION PER SEAT	4.3	<b>-0.8%</b>	4.3	<b>3.8%</b>	4.2	<b>0.6%</b>	4.1	<b>-2.5%</b>	4.3	<b>-1.5%</b>	4.3	<b>2.2%</b>	4.2
<b>FLORIDA</b>													
SALES (MILLIONS)	\$28,904	<b>4.6%</b>	\$27,628	<b>-0.1%</b>	\$27,656	<b>-1.8%</b>	\$28,161	<b>0.3%</b>	\$28,065	<b>2.6%</b>	\$27,363	<b>7.4%</b>	\$25,467
NO. OF RESTAURANTS	36,925	<b>1.5%</b>	36,396	<b>0.9%</b>	36,078	<b>0.1%</b>	36,030	<b>1.1%</b>	35,650	<b>2.3%</b>	34,846	<b>2.4%</b>	34,021
NO. OF RESTAURANT SEATS	3,677,041	<b>1.1%</b>	3,636,178	<b>1.6%</b>	3,577,443	<b>-0.3%</b>	3,589,257	<b>0.3%</b>	3,577,276	<b>1.9%</b>	3,510,631	<b>0.8%</b>	3,481,314
SALES PER SEAT	\$7,861	<b>3.5%</b>	\$7,598	<b>-1.7%</b>	\$7,731	<b>-1.5%</b>	\$7,846	<b>0.0%</b>	\$7,845	<b>0.7%</b>	\$7,794	<b>6.5%</b>	\$7,315
POPULATION PER SEAT	5.1	<b>-1.1%</b>	5.2	<b>-0.2%</b>	5.2	<b>1.0%</b>	5.1	<b>0.5%</b>	5.1	<b>-0.8%</b>	5.2	<b>0.9%</b>	5.1

Information compiled by Investment Properties Corporation of Naples

**NOTE:**

1. Sales figures and the number of restaurants and restaurant seats are based upon a FYE June 30th.
2. Number of Restaurants refer to restaurants with seats only (excluding food carts, catering, etc.)
3. Population figures are as of July 1st each year per U.S. Census Bureau Population estimates-(7/1/10 actuals used for 2010 and 2011 statistics)

**INFORMATION CONTAINED HEREIN DEEMED RELIABLE, HOWEVER, NOT GUARANTEED**

**SOURCES:**

Florida Department of Revenue  
Florida Department of Business & Professional Regulation  
U.S. Census Bureau