



Restaurant Market Potential

Quechan

Prepared by Esri

Demographic Summary		2022	2027	
Population		2,165	2,132	
Population 18+		1,518	1,490	
Households		709	698	
Median Household Income		\$40,589	\$44,289	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		977	64.4%	96
Went to family restaurant/steak house 4+ times/month last 30 days		313	20.6%	99
Spent at family restaurant/steak house last 30 days: \$1-30		111	7.3%	107
Spent at family restaurant/steak house 30 days: \$31-50		108	7.1%	84
Spent at family restaurant/steak house last 30 days: \$51-100		213	14.0%	99
Spent at family restaurant/steak house last 30 days: \$101-200		117	7.7%	90
Spent at family restaurant/steak house last 30 days: \$201+		58	3.8%	97
Spent at fine dining last 30 days: \$1-100		30	2.0%	65
Spent at fine dining last 30 days: \$101+		24	1.6%	42
Went to family restaurant last 6 months: for breakfast		142	9.4%	93
Went to family restaurant last 6 months: for lunch		226	14.9%	93
Went to family restaurant last 6 months: for dinner		616	40.6%	96
Went to family restaurant last 6 months: for snack		17	1.1%	73
Went to family restaurant last 6 months: on weekday		426	28.1%	100
Went to family restaurant last 6 months: on weekend		511	33.7%	93
Went to family restaurant last 6 months: Applebee`s		190	12.5%	86
Went to family restaurant last 6 months: Bob Evans		41	2.7%	108
Went to family restaurant last 6 months: Buffalo Wild Wings		116	7.6%	88
Went to family restaurant last 6 months: California Pizza Kitchen		6	0.4%	22
Went to family restaurant last 6 months: Carrabba`s		29	1.9%	96
Went to family restaurant last 6 months: The Cheesecake Factory		80	5.3%	86
Went to family restaurant last 6 months: Chili`s Grill & Bar		153	10.1%	106
Went to family restaurant last 6 months: Cracker Barrel		214	14.1%	141
Went to family restaurant last 6 months: Denny`s		108	7.1%	108
Went to family restaurant last 6 months: Golden Corral		93	6.1%	147
Went to family restaurant last 6 months: IHOP		146	9.6%	130
Went to family restaurant last 6 months: Logan`s Roadhouse		68	4.5%	198
Went to family restaurant last 6 months: LongHorn Steakhouse		93	6.1%	116
Went to family restaurant last 6 months: Olive Garden		205	13.5%	95
Went to family restaurant last 6 months: Outback Steakhouse		113	7.4%	103
Went to family restaurant last 6 months: Red Lobster		118	7.8%	108
Went to family restaurant last 6 months: Red Robin		56	3.7%	61
Went to family restaurant last 6 months: Ruby Tuesday		61	4.0%	143
Went to family restaurant last 6 months: Texas Roadhouse		164	10.8%	103
Went to family restaurant last 6 months: T.G.I. Friday`s		42	2.8%	93
Went to family restaurant last 6 months: Waffle House		122	8.0%	168
Went to family restaurant last 6 months: fast food/drive-in		1,390	91.6%	101
Went to fast food/drive-in restaurant 9+ times/month		614	40.4%	107
Spent at fast food restaurant last 30 days: <\$1-10		55	3.6%	89
Spent at fast food restaurant last 30 days: \$11-\$20		117	7.7%	90
Spent at fast food restaurant last 30 days: \$21-\$40		245	16.1%	99
Spent at fast food restaurant last 30 days: \$41-\$50		138	9.1%	103
Spent at fast food restaurant last 30 days: \$51-\$100		280	18.4%	95
Spent at fast food restaurant last 30 days: \$101-\$200		190	12.5%	111
Spent at fast food restaurant last 30 days: \$201+		85	5.6%	126
Ordered eat-in fast food in the last 6 months		343	22.6%	99

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

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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	343	22.6%	99
Went to fast food restaurant in the last 6 months: home delivery	143	9.4%	81
Went to fast food restaurant in the last 6 months: take-out/drive-thru	884	58.2%	104
Went to fast food restaurant in the last 6 months: take-out/walk-in	270	17.8%	83
Went to fast food restaurant in the last 6 months: breakfast	531	35.0%	103
Went to fast food restaurant in the last 6 months: lunch	744	49.0%	95
Went to fast food restaurant in the last 6 months: dinner	776	51.1%	101
Went to fast food restaurant in the last 6 months: snack	150	9.9%	80
Went to fast food restaurant in the last 6 months: weekday	924	60.9%	99
Went to fast food restaurant in the last 6 months: weekend	694	45.7%	91
Went to fast food restaurant in the last 6 months: A & W	32	2.1%	108
Went to fast food restaurant in the last 6 months: Arby`s	305	20.1%	117
Went to fast food restaurant in the last 6 months: Baskin-Robbins	40	2.6%	81
Went to fast food restaurant in the last 6 months: Boston Market	13	0.9%	42
Went to fast food restaurant in the last 6 months: Burger King	482	31.8%	112
Went to fast food restaurant in the last 6 months: Captain D`s	127	8.4%	280
Went to fast food restaurant in the last 6 months: Carl`s Jr.	76	5.0%	96
Went to fast food restaurant in the last 6 months: Checkers	51	3.4%	126
Went to fast food restaurant in the last 6 months: Chick-fil-A	452	29.8%	99
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	131	8.6%	60
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	15	1.0%	69
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	72	4.7%	148
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	30	2.0%	76
Went to fast food restaurant in the last 6 months: Dairy Queen	248	16.3%	111
Went to fast food restaurant in the last 6 months: Del Taco	32	2.1%	63
Went to fast food restaurant in the last 6 months: Domino`s Pizza	265	17.5%	117
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	112	7.4%	52
Went to fast food restaurant in the last 6 months: Five Guys	89	5.9%	62
Went to fast food restaurant in the last 6 months: Hardee`s	165	10.9%	206
Went to fast food restaurant in the last 6 months: Jack in the Box	88	5.8%	76
Went to fast food restaurant in the last 6 months: Jersey Mike's	61	4.0%	73
Went to fast food restaurant in the last 6 months: Jimmy John`s	50	3.3%	60
Went to fast food restaurant in the last 6 months: KFC	352	23.2%	127
Went to fast food restaurant in the last 6 months: Krispy Kreme	107	7.0%	109
Went to fast food restaurant in the last 6 months: Little Caesars	235	15.5%	130
Went to fast food restaurant in the last 6 months: Long John Silver`s	48	3.2%	124
Went to fast food restaurant in the last 6 months: McDonald`s	813	53.6%	103
Went to fast food restaurant in the last 6 months: Panda Express	140	9.2%	81
Went to fast food restaurant in the last 6 months: Panera Bread	111	7.3%	59
Went to fast food restaurant in the last 6 months: Papa John`s	155	10.2%	128
Went to fast food restaurant in the last 6 months: Papa Murphy`s	52	3.4%	89
Went to fast food restaurant in the last 6 months: Pizza Hut	255	16.8%	132
Went to fast food restaurant in the last 6 months: Popeyes Chicken	167	11.0%	89
Went to fast food restaurant in the last 6 months: Sonic Drive-In	280	18.4%	155
Went to fast food restaurant in the last 6 months: Starbucks	153	10.1%	52
Went to fast food restaurant in the last 6 months: Steak `n Shake	59	3.9%	101
Went to fast food restaurant in the last 6 months: Subway	336	22.1%	105
Went to fast food restaurant in the last 6 months: Taco Bell	498	32.8%	117
Went to fast food restaurant in the last 6 months: Wendy`s	386	25.4%	98
Went to fast food restaurant in the last 6 months: Whataburger	107	7.0%	128
Went to fast food restaurant in the last 6 months: White Castle	20	1.3%	51
Went to fast food restaurant in the last 6 months: Wing-Stop	41	2.7%	87
Went to fine dining restaurant last month	62	4.1%	51
Went to fine dining restaurant 2+ times last month	22	1.4%	38

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