

Restaurant Market Potential

Quechan

Population 18+ Households1518 7091.690 660Median Household IncomeExpected Number of std0,589\$44,28Product/Consumer BehaviorExpected Number of Multis97764.4%Went to family restaurant/steak house last 30 days31320.6%Spent at family restaurant/steak house last 20 days: \$1-301117.3%100Spent at family restaurant/steak house last 30 days: \$1-10021314.0%9Spent at family restaurant/steak house last 30 days: \$21-10021314.0%9Spent at family restaurant/steak house last 30 days: \$21-10021314.0%9Spent at family restaurant/steak house last 30 days: \$201+583.8%9Spent at family restaurant last 6 months: for breakfast1429.4%9Went to family restaurant last 6 months: for breakfast1429.4%9Went to family restaurant last 6 months: for Jane61640.6%9Went to family restaurant last 6 months: for Jane51133.7%9Went to family restaurant last 6 months: row seekand51133.7%9Went to family restaurant last 6 months: consect1012.5%88Went to family restaurant last 6 months: Bolfbair Bizza Kitchen60.4%2Went to family restaurant last 6 months: Carabba'291.9%9Went to family restaurant last 6 months: Carabba'291.9%9Went to family restaurant last 6 months: Carabba'291.9%9Went to family restaurant last 6	Demographic Summary		2022	2027
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Spent at fast food restaurant last 30 days: \$201+855.6%12	• • • • •			
	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.



Restaurant Market Potential

Quechan

Prepared by Esri

	Expected Number of		
Product/Consumer Behavior	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

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.

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