

Restaurant Market Potential

380 New York St, Redlands, California, 92373
Drive distance: 5 mile radius

Prepared by Esri
Latitude: 34.05726
Longitude: -117.19479

Demographic Summary		2024	2029	
Population		109,880	112,958	
Population 18+		87,008	90,447	
Households		39,144	41,139	
Median Household Income		\$92,126	\$103,533	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		61,327	70.5%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days		19,413	22.3%	96
Spent \$1-30 at Family Restaurant/Steak House/30 Days		3,964	4.6%	77
Spent \$31-50 at Family Restaurant/Steak House/30 Days		7,176	8.2%	93
Spent \$51-100 at Family Restaurant/Steak House/30 Days		13,699	15.7%	99
Spent \$101-200 at Family Restaurant/Steak House/30 Days		10,586	12.2%	104
Spent \$201+ at Family Restaurant/Steak House/30 Days		6,567	7.5%	112
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,108	3.6%	103
Spent \$101-200 at Fine Dining Restaurants/30 Days		2,919	3.4%	116
Spent \$201+ at Fine Dining Restaurants/30 Days		3,112	3.6%	128
Went for Breakfast at Family Restaurant/Steak House/6 Mo		10,650	12.2%	100
Went for Lunch at Family Restaurant/Steak House/6 Mo		16,016	18.4%	98
Went for Dinner at Family Restaurant/Steak House/6 Mo		39,390	45.3%	97
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,543	1.8%	106
Went on Workday to Family Restaurant/Steak House/6 Mo		26,620	30.6%	94
Went on Weekend to Family Restaurant/Steak House/6 Mo		34,688	39.9%	100
Went to Applebee`s/6 Mo		11,657	13.4%	88
Went to Bob Evans/6 Mo		958	1.1%	45
Went to Buffalo Wild Wings/6 Mo		7,336	8.4%	94
Went to California Pizza Kitchen/6 Mo		2,536	2.9%	165
Went to Carrabba`s/6 Mo		1,455	1.7%	78
Went to The Cheesecake Factory/6 Mo		7,854	9.0%	128
Went to Chili`s Grill & Bar/6 Mo		8,354	9.6%	99
Went to Cracker Barrel/6 Mo		5,737	6.6%	60
Went to Denny`s/6 Mo		7,730	8.9%	132
Went to Golden Corral/6 Mo		2,539	2.9%	69
Went to IHOP/6 Mo		7,271	8.4%	108
Went to Logan`s Roadhouse/6 Mo		943	1.1%	57
Went to Longhorn Steakhouse/6 Mo		3,747	4.3%	69
Went to Olive Garden/6 Mo		12,856	14.8%	94
Went to Outback Steakhouse/6 Mo		6,022	6.9%	86
Went to Red Lobster/6 Mo		5,688	6.5%	89
Went to Red Robin/6 Mo		5,226	6.0%	110
Went to Ruby Tuesday/6 Mo		922	1.1%	60
Went to Texas Roadhouse/6 Mo		7,854	9.0%	70
Went to T.G.I. Friday`s/6 Mo		2,437	2.8%	113
Went to Waffle House/6 Mo		2,905	3.3%	63
Went to Fast Food/Drive-In Restaurant/6 Mo		79,133	90.9%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		33,082	38.0%	96
Spent \$1-10 at Fast Food Restaurant/30 Days		2,827	3.2%	91
Spent \$11-20 at Fast Food Restaurant/30 Days		6,902	7.9%	97
Spent \$21-40 at Fast Food Restaurant/30 Days		13,279	15.3%	95
Spent \$41-50 at Fast Food Restaurant/30 Days		7,715	8.9%	97
Spent \$51-100 at Fast Food Restaurant/30 Days		17,954	20.6%	101
Spent \$101-200 at Fast Food Restaurant/30 Days		11,344	13.0%	100
Spent \$201+ at Fast Food Restaurant/30 Days		5,459	6.3%	107
Ordered Eat-In Fast Food/6 Mo		24,451	28.1%	97

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 2024 and 2029.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	12,260	14.1%	109
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	42,134	48.4%	92
Ordered Take-Out/Walk-In Fast Food/6 Mo	22,472	25.8%	114
Bought Breakfast at Fast Food Restaurant/6 Mo	29,237	33.6%	94
Bought Lunch at Fast Food Restaurant/6 Mo	45,573	52.4%	97
Bought Dinner at Fast Food Restaurant/6 Mo	46,008	52.9%	97
Bought Snack at Fast Food Restaurant/6 Mo	12,177	14.0%	100
Bought from Fast Food Restaurant on Weekday/6 Mo	55,405	63.7%	96
Bought from Fast Food Restaurant on Weekend/6 Mo	45,878	52.7%	100
Bought A&W/6 Mo	1,455	1.7%	77
Bought Arby`s/6 Mo	10,084	11.6%	64
Bought Baskin-Robbins/6 Mo	4,402	5.1%	151
Bought Boston Market/6 Mo	1,964	2.3%	127
Bought Burger King/6 Mo	20,864	24.0%	88
Bought Captain D`s/6 Mo	1,263	1.5%	51
Bought Carl`s Jr./6 Mo	7,991	9.2%	195
Bought Checkers/6 Mo	1,538	1.8%	74
Bought Chick-Fil-A/6 Mo	27,328	31.4%	94
Bought Chipotle Mexican Grill/6 Mo	17,669	20.3%	118
Bought Chuck E. Cheese`s/6 Mo	1,593	1.8%	122
Bought Church`s Fried Chicken/6 Mo	1,988	2.3%	76
Bought Cold Stone Creamery/6 Mo	3,325	3.8%	124
Bought Dairy Queen/6 Mo	9,205	10.6%	67
Bought Del Taco/6 Mo	6,719	7.7%	214
Bought Domino`s Pizza/6 Mo	14,736	16.9%	101
Bought Dunkin` Donuts/6 Mo	13,143	15.1%	102
Bought Five Guys/6 Mo	8,473	9.7%	99
Bought Hardee`s/6 Mo	1,664	1.9%	38
Bought Jack in the Box/6 Mo	10,838	12.5%	183
Bought Jersey Mike`s/6 Mo	8,231	9.5%	111
Bought Jimmy John`s/6 Mo	4,150	4.8%	78
Bought KFC/6 Mo	13,719	15.8%	91
Bought Krispy Kreme Doughnuts/6 Mo	5,908	6.8%	102
Bought Little Caesars/6 Mo	9,884	11.4%	93
Bought Long John Silver`s/6 Mo	1,255	1.4%	55
Bought McDonald`s/6 Mo	40,437	46.5%	94
Bought Panda Express/6 Mo	15,013	17.3%	131
Bought Panera Bread/6 Mo	12,065	13.9%	103
Bought Papa John`s/6 Mo	5,850	6.7%	81
Bought Papa Murphy`s/6 Mo	3,021	3.5%	102
Bought Pizza Hut/6 Mo	8,988	10.3%	83
Bought Popeyes Chicken/6 Mo	12,207	14.0%	102
Bought Sonic Drive-In/6 Mo	6,821	7.8%	70
Bought Starbucks/6 Mo	22,290	25.6%	121
Bought Steak `N Shake/6 Mo	1,541	1.8%	62
Bought Subway/6 Mo	18,485	21.2%	94
Bought Taco Bell/6 Mo	22,459	25.8%	93
Bought Wendy`s/6 Mo	20,341	23.4%	87
Bought Whataburger/6 Mo	3,410	3.9%	65
Bought White Castle/6 Mo	1,686	1.9%	81
Bought Wing-Stop/6 Mo	4,182	4.8%	131

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Went to Fine Dining Restaurant/6 Mo	14,875	17.1%	111
Went to Fine Dining Restaurant/30 Days	11,599	13.3%	114
Went to Fine Dining Restaurant 2+ Times/30 Days	5,717	6.6%	120
Used DoorDash Site/App for Take-Out/Del/30 Days	12,647	14.5%	116
Used Grubhub Site/App for Take-Out/Del/30 Days	4,848	5.6%	121
Used Postmates Site/App for Take-Out/Del/30 Days	1,655	1.9%	170
Used Restrnt Site/App for Take-Out/Del/30 Days	19,545	22.5%	103
Used Uber Eats Site/App for Take-Out/Del/30 Days	8,032	9.2%	128
Used Yelp Site/App for Take-Out/Del/30 Days	1,813	2.1%	158

Sample Report

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