



# Restaurant Market Potential

Indian Canyon Dr  
Indian Canyon Dr, Palm Springs, California, 92262  
Drive time: 5 minute radius

Prepared by Esri  
Latitude: 33.82309  
Longitude: -116.54557

Demographic Summary		2023	2028	
Population		14,968	15,450	
Population 18+		13,431	13,888	
Households		8,302	8,586	
Median Household Income		\$61,646	\$76,300	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		8,929	66.5%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days		2,748	20.5%	100
Spent \$1-30 at Family Restaurant/Steak House/30 Days		1,145	8.5%	128
Spent \$31-50 at Family Restaurant/Steak House/30 Days		1,339	10.0%	116
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,851	13.8%	93
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,180	8.8%	90
Spent \$201+ at Family Restaurant/Steak House/30 Days		571	4.3%	86
Spent \$1-100 at Fine Dining Restaurants/30 Days		396	2.9%	98
Spent \$101-200 at Fine Dining Restaurants/30 Days		410	3.1%	131
Spent \$201+ at Fine Dining Restaurants/30 Days		273	2.0%	101
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,530	11.4%	112
Went for Lunch at Family Restaurant/Steak House/6 Mo		2,209	16.4%	101
Went for Dinner at Family Restaurant/Steak House/6 Mo		5,590	41.6%	95
Went for Snacks at Family Restaurant/Steak House/6 Mo		167	1.2%	88
Went on Workday to Family Restaurant/Steak House/6 Mo		4,274	31.8%	107
Went on Weekend to Family Restaurant/Steak House/6 Mo		4,369	32.5%	89
Went to Applebee's/6 Mo		1,709	12.7%	96
Went to Bob Evans/6 Mo		378	2.8%	125
Went to Buffalo Wild Wings/6 Mo		764	5.7%	70
Went to California Pizza Kitchen/6 Mo		137	1.0%	73
Went to Carrabba's/6 Mo		349	2.6%	133
Went to The Cheesecake Factory/6 Mo		615	4.6%	74
Went to Chili's Grill & Bar/6 Mo		1,005	7.5%	83
Went to Cracker Barrel/6 Mo		1,291	9.6%	98
Went to Denny's/6 Mo		686	5.1%	90
Went to Golden Corral/6 Mo		285	2.1%	72
Went to IHOP/6 Mo		818	6.1%	85
Went to Logan's Roadhouse/6 Mo		150	1.1%	65
Went to Longhorn Steakhouse/6 Mo		788	5.9%	106
Went to Olive Garden/6 Mo		1,991	14.8%	109
Went to Outback Steakhouse/6 Mo		921	6.9%	98
Went to Red Lobster/6 Mo		679	5.1%	82
Went to Red Robin/6 Mo		636	4.7%	94
Went to Ruby Tuesday/6 Mo		173	1.3%	78
Went to Texas Roadhouse/6 Mo		1,256	9.4%	88
Went to T.G.I. Friday's/6 Mo		246	1.8%	84
Went to Waffle House/6 Mo		413	3.1%	70
Went to Fast Food/Drive-In Restaurant/6 Mo		12,160	90.5%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		4,521	33.7%	86
Spent \$1-10 at Fast Food Restaurant/30 Days		621	4.6%	112
Spent \$11-20 at Fast Food Restaurant/30 Days		1,412	10.5%	125
Spent \$21-40 at Fast Food Restaurant/30 Days		2,319	17.3%	104
Spent \$41-50 at Fast Food Restaurant/30 Days		1,272	9.5%	102
Spent \$51-100 at Fast Food Restaurant/30 Days		2,624	19.5%	95
Spent \$101-200 at Fast Food Restaurant/30 Days		1,302	9.7%	78
Spent \$201+ at Fast Food Restaurant/30 Days		461	3.4%	66
Ordered Eat-In Fast Food/6 Mo		2,588	19.3%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	1,690	12.6%	94
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	7,625	56.8%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,750	20.5%	92
Bought Breakfast at Fast Food Restaurant/6 Mo	4,448	33.1%	95
Bought Lunch at Fast Food Restaurant/6 Mo	6,947	51.7%	96
Bought Dinner at Fast Food Restaurant/6 Mo	6,764	50.4%	93
Bought Snack at Fast Food Restaurant/6 Mo	1,535	11.4%	86
Bought from Fast Food Restaurant on Weekday/6 Mo	8,731	65.0%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	6,081	45.3%	86
Bought A&W/6 Mo	268	2.0%	97
Bought Arby`s/6 Mo	2,557	19.0%	107
Bought Baskin-Robbins/6 Mo	314	2.3%	75
Bought Boston Market/6 Mo	335	2.5%	129
Bought Burger King/6 Mo	3,510	26.1%	94
Bought Captain D`s/6 Mo	263	2.0%	70
Bought Carl`s Jr./6 Mo	551	4.1%	87
Bought Checkers/6 Mo	274	2.0%	82
Bought Chick-Fil-A/6 Mo	3,688	27.5%	84
Bought Chipotle Mexican Grill/6 Mo	1,881	14.0%	87
Bought Chuck E. Cheese`s/6 Mo	67	0.5%	48
Bought Church`s Fried Chicken/6 Mo	268	2.0%	62
Bought Cold Stone Creamery/6 Mo	331	2.5%	87
Bought Dairy Queen/6 Mo	2,049	15.3%	101
Bought Del Taco/6 Mo	304	2.3%	69
Bought Domino`s Pizza/6 Mo	1,821	13.6%	84
Bought Dunkin` Donuts/6 Mo	1,947	14.5%	98
Bought Five Guys/6 Mo	1,134	8.4%	87
Bought Hardee`s/6 Mo	574	4.3%	83
Bought Jack in the Box/6 Mo	671	5.0%	74
Bought Jersey Mike`s/6 Mo	914	6.8%	94
Bought Jimmy John`s/6 Mo	671	5.0%	85
Bought KFC/6 Mo	2,053	15.3%	88
Bought Krispy Kreme Doughnuts/6 Mo	652	4.9%	70
Bought Little Caesars/6 Mo	1,118	8.3%	71
Bought Long John Silver`s/6 Mo	252	1.9%	79
Bought McDonald`s/6 Mo	6,356	47.3%	94
Bought Panda Express/6 Mo	1,307	9.7%	80
Bought Panera Bread/6 Mo	1,629	12.1%	94
Bought Papa John`s/6 Mo	862	6.4%	79
Bought Papa Murphy`s/6 Mo	586	4.4%	122
Bought Pizza Hut/6 Mo	1,275	9.5%	77
Bought Popeyes Chicken/6 Mo	1,373	10.2%	73
Bought Sonic Drive-In/6 Mo	1,273	9.5%	80
Bought Starbucks/6 Mo	2,329	17.3%	85
Bought Steak `N Shake/6 Mo	339	2.5%	86
Bought Subway/6 Mo	2,689	20.0%	93
Bought Taco Bell/6 Mo	3,408	25.4%	93
Bought Wendy`s/6 Mo	3,542	26.4%	101
Bought Whataburger/6 Mo	513	3.8%	64
Bought White Castle/6 Mo	336	2.5%	101
Bought Wing-Stop/6 Mo	262	2.0%	58

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Went to Fine Dining Restaurant/6 Mo	1,686	12.6%	103
Went to Fine Dining Restaurant/30 Days	1,338	10.0%	110
Went to Fine Dining Restaurant 2+ Times/30 Days	622	4.6%	112
Used DoorDash Site/App for Take-Out/Del/30 Days	1,398	10.4%	90
Used Grubhub Site/App for Take-Out/Del/30 Days	577	4.3%	79
Used Postmates Site/App for Take-Out/Del/30 Days	172	1.3%	75
Used Restrnt Site/App for Take-Out/Del/30 Days	2,960	22.0%	100
Used Uber Eats Site/App for Take-Out/Del/30 Days	568	4.2%	66
Used Yelp Site/App for Take-Out/Del/30 Days	188	1.4%	84

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# Restaurant Market Potential

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Demographic Summary		2023	2028	
Population		40,781	42,632	
Population 18+		35,748	37,345	
Households		21,606	22,617	
Median Household Income		\$67,873	\$83,344	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		23,479	65.7%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days		7,244	20.3%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days		2,713	7.6%	114
Spent \$31-50 at Family Restaurant/Steak House/30 Days		3,351	9.4%	109
Spent \$51-100 at Family Restaurant/Steak House/30 Days		5,110	14.3%	96
Spent \$101-200 at Family Restaurant/Steak House/30 Days		3,229	9.0%	92
Spent \$201+ at Family Restaurant/Steak House/30 Days		1,596	4.5%	91
Spent \$1-100 at Fine Dining Restaurants/30 Days		1,079	3.0%	100
Spent \$101-200 at Fine Dining Restaurants/30 Days		1,026	2.9%	124
Spent \$201+ at Fine Dining Restaurants/30 Days		793	2.2%	111
Went for Breakfast at Family Restaurant/Steak House/6 Mo		3,692	10.3%	101
Went for Lunch at Family Restaurant/Steak House/6 Mo		5,827	16.3%	100
Went for Dinner at Family Restaurant/Steak House/6 Mo		14,770	41.3%	95
Went for Snacks at Family Restaurant/Steak House/6 Mo		415	1.2%	82
Went on Workday to Family Restaurant/Steak House/6 Mo		11,360	31.8%	107
Went on Weekend to Family Restaurant/Steak House/6 Mo		11,512	32.2%	88
Went to Applebee's/6 Mo		4,637	13.0%	97
Went to Bob Evans/6 Mo		828	2.3%	103
Went to Buffalo Wild Wings/6 Mo		2,193	6.1%	76
Went to California Pizza Kitchen/6 Mo		344	1.0%	69
Went to Carrabba's/6 Mo		954	2.7%	137
Went to The Cheesecake Factory/6 Mo		1,715	4.8%	78
Went to Chili's Grill & Bar/6 Mo		2,902	8.1%	90
Went to Cracker Barrel/6 Mo		3,440	9.6%	98
Went to Denny's/6 Mo		1,804	5.0%	89
Went to Golden Corral/6 Mo		856	2.4%	82
Went to IHOP/6 Mo		2,300	6.4%	90
Went to Logan's Roadhouse/6 Mo		444	1.2%	72
Went to Longhorn Steakhouse/6 Mo		1,998	5.6%	101
Went to Olive Garden/6 Mo		5,162	14.4%	106
Went to Outback Steakhouse/6 Mo		2,566	7.2%	102
Went to Red Lobster/6 Mo		1,914	5.4%	86
Went to Red Robin/6 Mo		1,744	4.9%	97
Went to Ruby Tuesday/6 Mo		534	1.5%	90
Went to Texas Roadhouse/6 Mo		3,532	9.9%	92
Went to T.G.I. Friday's/6 Mo		732	2.0%	94
Went to Waffle House/6 Mo		1,234	3.5%	79
Went to Fast Food/Drive-In Restaurant/6 Mo		32,218	90.1%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		12,187	34.1%	88
Spent \$1-10 at Fast Food Restaurant/30 Days		1,659	4.6%	113
Spent \$11-20 at Fast Food Restaurant/30 Days		3,466	9.7%	115
Spent \$21-40 at Fast Food Restaurant/30 Days		6,082	17.0%	102
Spent \$41-50 at Fast Food Restaurant/30 Days		3,276	9.2%	99
Spent \$51-100 at Fast Food Restaurant/30 Days		6,923	19.4%	94
Spent \$101-200 at Fast Food Restaurant/30 Days		3,790	10.6%	86
Spent \$201+ at Fast Food Restaurant/30 Days		1,423	4.0%	76
Ordered Eat-In Fast Food/6 Mo		6,925	19.4%	95

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	4,411	12.3%	92
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	20,200	56.5%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	7,387	20.7%	93
Bought Breakfast at Fast Food Restaurant/6 Mo	11,889	33.3%	95
Bought Lunch at Fast Food Restaurant/6 Mo	18,440	51.6%	96
Bought Dinner at Fast Food Restaurant/6 Mo	18,066	50.5%	93
Bought Snack at Fast Food Restaurant/6 Mo	3,940	11.0%	82
Bought from Fast Food Restaurant on Weekday/6 Mo	23,181	64.8%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	16,420	45.9%	87
Bought A&W/6 Mo	721	2.0%	98
Bought Arby`s/6 Mo	6,398	17.9%	100
Bought Baskin-Robbins/6 Mo	864	2.4%	77
Bought Boston Market/6 Mo	791	2.2%	114
Bought Burger King/6 Mo	9,556	26.7%	96
Bought Captain D`s/6 Mo	782	2.2%	78
Bought Carl`s Jr./6 Mo	1,580	4.4%	94
Bought Checkers/6 Mo	743	2.1%	84
Bought Chick-Fil-A/6 Mo	10,153	28.4%	87
Bought Chipotle Mexican Grill/6 Mo	4,702	13.2%	82
Bought Chuck E. Cheese`s/6 Mo	188	0.5%	50
Bought Church`s Fried Chicken/6 Mo	787	2.2%	68
Bought Cold Stone Creamery/6 Mo	816	2.3%	81
Bought Dairy Queen/6 Mo	5,318	14.9%	98
Bought Del Taco/6 Mo	834	2.3%	71
Bought Domino`s Pizza/6 Mo	4,984	13.9%	86
Bought Dunkin` Donuts/6 Mo	5,184	14.5%	98
Bought Five Guys/6 Mo	3,137	8.8%	90
Bought Hardee`s/6 Mo	1,653	4.6%	90
Bought Jack in the Box/6 Mo	2,007	5.6%	83
Bought Jersey Mike`s/6 Mo	2,537	7.1%	98
Bought Jimmy John`s/6 Mo	1,724	4.8%	82
Bought KFC/6 Mo	5,676	15.9%	92
Bought Krispy Kreme Doughnuts/6 Mo	1,876	5.2%	76
Bought Little Caesars/6 Mo	3,156	8.8%	75
Bought Long John Silver`s/6 Mo	663	1.9%	79
Bought McDonald`s/6 Mo	16,992	47.5%	94
Bought Panda Express/6 Mo	3,603	10.1%	83
Bought Panera Bread/6 Mo	4,160	11.6%	91
Bought Papa John`s/6 Mo	2,291	6.4%	79
Bought Papa Murphy`s/6 Mo	1,585	4.4%	124
Bought Pizza Hut/6 Mo	3,531	9.9%	80
Bought Popeyes Chicken/6 Mo	3,836	10.7%	77
Bought Sonic Drive-In/6 Mo	3,373	9.4%	80
Bought Starbucks/6 Mo	6,128	17.1%	84
Bought Steak `N Shake/6 Mo	827	2.3%	79
Bought Subway/6 Mo	7,295	20.4%	94
Bought Taco Bell/6 Mo	9,092	25.4%	93
Bought Wendy`s/6 Mo	9,211	25.8%	98
Bought Whataburger/6 Mo	1,562	4.4%	74
Bought White Castle/6 Mo	821	2.3%	92
Bought Wing-Stop/6 Mo	720	2.0%	60

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Went to Fine Dining Restaurant/6 Mo	4,498	12.6%	104
Went to Fine Dining Restaurant/30 Days	3,556	9.9%	110
Went to Fine Dining Restaurant 2+ Times/30 Days	1,660	4.6%	112
Used DoorDash Site/App for Take-Out/Del/30 Days	3,391	9.5%	82
Used Grubhub Site/App for Take-Out/Del/30 Days	1,455	4.1%	75
Used Postmates Site/App for Take-Out/Del/30 Days	441	1.2%	72
Used Restrnt Site/App for Take-Out/Del/30 Days	7,785	21.8%	98
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,632	4.6%	71
Used Yelp Site/App for Take-Out/Del/30 Days	463	1.3%	78

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# Restaurant Market Potential

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Drive time: 20 minute radius

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Demographic Summary		2023	2028	
Population		131,061	134,707	
Population 18+		106,431	109,667	
Households		55,221	56,961	
Median Household Income		\$62,017	\$75,532	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		69,669	65.5%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days		22,004	20.7%	101
Spent \$1-30 at Family Restaurant/Steak House/30 Days		6,961	6.5%	98
Spent \$31-50 at Family Restaurant/Steak House/30 Days		9,324	8.8%	102
Spent \$51-100 at Family Restaurant/Steak House/30 Days		15,987	15.0%	101
Spent \$101-200 at Family Restaurant/Steak House/30 Days		10,158	9.5%	98
Spent \$201+ at Family Restaurant/Steak House/30 Days		4,719	4.4%	90
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,081	2.9%	96
Spent \$101-200 at Fine Dining Restaurants/30 Days		2,686	2.5%	109
Spent \$201+ at Fine Dining Restaurants/30 Days		2,203	2.1%	103
Went for Breakfast at Family Restaurant/Steak House/6 Mo		10,823	10.2%	100
Went for Lunch at Family Restaurant/Steak House/6 Mo		17,733	16.7%	102
Went for Dinner at Family Restaurant/Steak House/6 Mo		43,326	40.7%	93
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,490	1.4%	99
Went on Workday to Family Restaurant/Steak House/6 Mo		31,820	29.9%	101
Went on Weekend to Family Restaurant/Steak House/6 Mo		35,886	33.7%	92
Went to Applebee's/6 Mo		13,807	13.0%	98
Went to Bob Evans/6 Mo		1,862	1.7%	78
Went to Buffalo Wild Wings/6 Mo		7,682	7.2%	89
Went to California Pizza Kitchen/6 Mo		1,272	1.2%	85
Went to Carrabba's/6 Mo		2,652	2.5%	128
Went to The Cheesecake Factory/6 Mo		5,901	5.5%	90
Went to Chili's Grill & Bar/6 Mo		9,695	9.1%	101
Went to Cracker Barrel/6 Mo		9,866	9.3%	95
Went to Denny's/6 Mo		7,137	6.7%	118
Went to Golden Corral/6 Mo		3,385	3.2%	108
Went to IHOP/6 Mo		7,767	7.3%	102
Went to Logan's Roadhouse/6 Mo		1,442	1.4%	78
Went to Longhorn Steakhouse/6 Mo		5,787	5.4%	98
Went to Olive Garden/6 Mo		15,219	14.3%	105
Went to Outback Steakhouse/6 Mo		7,280	6.8%	97
Went to Red Lobster/6 Mo		6,370	6.0%	97
Went to Red Robin/6 Mo		5,125	4.8%	95
Went to Ruby Tuesday/6 Mo		1,624	1.5%	92
Went to Texas Roadhouse/6 Mo		10,747	10.1%	95
Went to T.G.I. Friday's/6 Mo		2,342	2.2%	101
Went to Waffle House/6 Mo		4,019	3.8%	86
Went to Fast Food/Drive-In Restaurant/6 Mo		96,420	90.6%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		39,937	37.5%	96
Spent \$1-10 at Fast Food Restaurant/30 Days		4,592	4.3%	105
Spent \$11-20 at Fast Food Restaurant/30 Days		9,150	8.6%	102
Spent \$21-40 at Fast Food Restaurant/30 Days		17,602	16.5%	100
Spent \$41-50 at Fast Food Restaurant/30 Days		9,714	9.1%	99
Spent \$51-100 at Fast Food Restaurant/30 Days		20,934	19.7%	96
Spent \$101-200 at Fast Food Restaurant/30 Days		13,093	12.3%	100
Spent \$201+ at Fast Food Restaurant/30 Days		5,041	4.7%	91
Ordered Eat-In Fast Food/6 Mo		21,939	20.6%	101

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	14,390	13.5%	101
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	60,197	56.6%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	21,903	20.6%	92
Bought Breakfast at Fast Food Restaurant/6 Mo	35,389	33.3%	95
Bought Lunch at Fast Food Restaurant/6 Mo	55,285	51.9%	97
Bought Dinner at Fast Food Restaurant/6 Mo	53,799	50.5%	93
Bought Snack at Fast Food Restaurant/6 Mo	12,206	11.5%	86
Bought from Fast Food Restaurant on Weekday/6 Mo	67,422	63.3%	97
Bought from Fast Food Restaurant on Weekend/6 Mo	52,790	49.6%	94
Bought A&W/6 Mo	2,061	1.9%	94
Bought Arby`s/6 Mo	16,875	15.9%	89
Bought Baskin-Robbins/6 Mo	3,290	3.1%	99
Bought Boston Market/6 Mo	2,199	2.1%	107
Bought Burger King/6 Mo	30,258	28.4%	102
Bought Captain D`s/6 Mo	2,409	2.3%	81
Bought Carl`s Jr./6 Mo	6,530	6.1%	131
Bought Checkers/6 Mo	2,689	2.5%	102
Bought Chick-Fil-A/6 Mo	32,770	30.8%	94
Bought Chipotle Mexican Grill/6 Mo	14,848	14.0%	87
Bought Chuck E. Cheese`s/6 Mo	1,103	1.0%	99
Bought Church`s Fried Chicken/6 Mo	3,843	3.6%	112
Bought Cold Stone Creamery/6 Mo	2,528	2.4%	84
Bought Dairy Queen/6 Mo	15,213	14.3%	94
Bought Del Taco/6 Mo	3,760	3.5%	107
Bought Domino`s Pizza/6 Mo	16,181	15.2%	94
Bought Dunkin` Donuts/6 Mo	14,256	13.4%	90
Bought Five Guys/6 Mo	8,925	8.4%	86
Bought Hardee`s/6 Mo	4,438	4.2%	81
Bought Jack in the Box/6 Mo	9,200	8.6%	128
Bought Jersey Mike`s/6 Mo	7,129	6.7%	93
Bought Jimmy John`s/6 Mo	4,756	4.5%	76
Bought KFC/6 Mo	18,103	17.0%	98
Bought Krispy Kreme Doughnuts/6 Mo	6,483	6.1%	88
Bought Little Caesars/6 Mo	12,604	11.8%	101
Bought Long John Silver`s/6 Mo	2,021	1.9%	80
Bought McDonald`s/6 Mo	52,737	49.6%	98
Bought Panda Express/6 Mo	13,637	12.8%	106
Bought Panera Bread/6 Mo	11,520	10.8%	84
Bought Papa John`s/6 Mo	7,479	7.0%	87
Bought Papa Murphy`s/6 Mo	4,380	4.1%	115
Bought Pizza Hut/6 Mo	12,303	11.6%	94
Bought Popeyes Chicken/6 Mo	13,050	12.3%	88
Bought Sonic Drive-In/6 Mo	10,905	10.2%	87
Bought Starbucks/6 Mo	19,806	18.6%	91
Bought Steak `N Shake/6 Mo	2,554	2.4%	82
Bought Subway/6 Mo	22,540	21.2%	98
Bought Taco Bell/6 Mo	27,574	25.9%	95
Bought Wendy`s/6 Mo	27,061	25.4%	97
Bought Whataburger/6 Mo	7,109	6.7%	113
Bought White Castle/6 Mo	2,207	2.1%	83
Bought Wing-Stop/6 Mo	3,662	3.4%	102

**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 2023 and 2028.





# Restaurant Market Potential

Indian Canyon Dr  
Indian Canyon Dr, Palm Springs, California, 92262  
Drive time: 20 minute radius

Prepared by Esri  
Latitude: 33.82309  
Longitude: -116.54557

Went to Fine Dining Restaurant/6 Mo	12,596	11.8%	98
Went to Fine Dining Restaurant/30 Days	9,588	9.0%	100
Went to Fine Dining Restaurant 2+ Times/30 Days	4,466	4.2%	101
Used DoorDash Site/App for Take-Out/Del/30 Days	10,599	10.0%	86
Used Grubhub Site/App for Take-Out/Del/30 Days	4,884	4.6%	84
Used Postmates Site/App for Take-Out/Del/30 Days	1,984	1.9%	110
Used Restrnt Site/App for Take-Out/Del/30 Days	22,005	20.7%	93
Used Uber Eats Site/App for Take-Out/Del/30 Days	6,239	5.9%	91
Used Yelp Site/App for Take-Out/Del/30 Days	1,595	1.5%	90

**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 2023 and 2028.