

Downtown Chico's Market¹

Downtown Chico presents a stable, yet dynamic market characterized by a strong mix of young professionals, college students (CSU Chico), and a growing retirement segment.



Below is a **Snapshot** drawn from the ESRI data files, attached, to quickly gauge current and potential market opportunities within different radius, 1-5-10, 25 and 60 miles as the hub of the region.

Population & Demographics

1. Within a 10-mile radius, Chico's population stands at about 123,000, with a slow growth rate projected through 2029. However, **median household incomes and per capita incomes are expected to rise**, indicating growing spending power even amidst stable population counts.
2. The presence of younger demographics—especially college students and “Bright Young Professionals” tapestry segments—**fuels demand for dining, entertainment, and retail options**. Meanwhile, segments like “Senior Escapes” point to an expanding retiree population seeking healthcare, leisure, and specialty services.

Business Environment

3. Downtown's **1-mile radius has 1,294 businesses employing over 14,000 people**, an employee-to-population ratio of 70 (versus 47 in the broader 5-mile radius). This vibrant cluster features high concentrations in health care, social assistance, retail, and accommodation/food services.
4. Retail trade is well-represented: 14.1% of downtown businesses belong to retail, while restaurants and bars make up about 10.5% (12.5% of employees). Combined, they strongly shape Chico's downtown economy and foot traffic.

Consumer Spending & Retail Potential

5. Household spending shows **healthy forecasts for growth**, with categories like food (both at home and away), apparel, and entertainment projected to rise notably through 2029.
6. The 10-mile ring around Chico **outperforms or closely matches national averages** in key categories (Spending Potential Indices near 100 for dining, personal care products, and household furnishings). This points to an opportunity to capture local discretionary income.

¹ ESRI Market Reports

Restaurant & Hospitality Market

7. Market Potential Indices for family dining, casual restaurants, and quick-service establishments hover around 95–105, indicating demand ***in line with the national average but boosted by the city's younger demographic.***
8. Frequent dining occasions—particularly for lunch and dinner—***open space for new entrants or expansion in fast-casual, specialty cafes, and late-night dining.***

Traffic & Access

9. While traffic count specifics are truncated in the data, Chico's downtown benefits from proximity to State Highway 99 and a ***steady flow of visitors, residents, and the student population.***
10. Combined with significant daytime employment in the core, these traffic patterns reinforce foot traffic for retail and service businesses.

Key Takeaways for Prospective Businesses

- 1) **Consistent Customer Base:** A solid mix of young adults, students, and retirees sustains multi-category demand (food, entertainment, retail).
- 2) **Moderate Income Growth:** Despite modest population growth, rising incomes translate into increasing per-household spending potential.
- 3) **Downtown Pull:** A strong employment center, walkable layout, and established retail/restaurant presence continue to draw visitors and employees, creating cross-shopping opportunities.
- 4) **Opportunity in F&B and Retail:** Restaurant categories show near- or above-average market potential; retail demand (especially apparel, personal care, and home goods) is projected to grow.

Overall, Downtown Chico offers a steady market environment with a well-defined core of consumers—particularly students, professionals, and retirees—who collectively drive robust spending on dining, retail, and services. ***Income-driven spending patterns and the city's college-town energy create ongoing potential for new or expanding businesses to thrive.***

Business Summary

Chico, California
Rings: 1, 5 mile radii

Prepared by Esri
Latitude: 39.73200
Longitude: -121.84198

Data for all businesses in area	1 mile				5 miles			
Total Businesses:	1,294				5,478			
Total Employees:	14,360				51,924			
Total Population:	20,638				111,428			
Employee/Population Ratio (per 100 Residents)	70				47			
by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	8	0.6%	54	0.4%	65	1.2%	538	1.0%
Mining	0	0.0%	0	0.0%	3	0.1%	16	0.0%
Utilities	1	0.1%	3	0.0%	8	0.1%	63	0.1%
Construction	37	2.9%	185	1.3%	379	6.9%	1,907	3.7%
Building Construction	11	0.8%	41	0.3%	141	2.6%	662	1.3%
Heavy/Civil Eng Construction	4	0.3%	32	0.2%	31	0.6%	214	0.4%
Specialty Trade Contractor	22	1.7%	112	0.8%	208	3.8%	1,032	2.0%
Manufacturing	25	1.9%	149	1.0%	159	2.9%	1,504	2.9%
Wholesale Trade	29	2.2%	179	1.3%	176	3.2%	2,087	4.0%
Durable Goods	18	1.4%	117	0.8%	132	2.4%	1,254	2.4%
Nondurable Goods	9	0.7%	59	0.4%	38	0.7%	568	1.1%
Trade Broker	1	0.1%	3	0.0%	5	0.1%	265	0.5%
Retail Trade	183	14.1%	1,295	9.0%	719	13.1%	8,231	15.8%
Motor Vehicle & Parts Dealers	9	0.7%	61	0.4%	73	1.3%	1,289	2.5%
Furniture & Home Furnishings Stores	4	0.3%	15	0.1%	40	0.7%	229	0.4%
Electronics & Appliance Stores	5	0.4%	17	0.1%	30	0.6%	200	0.4%
Building Material & Garden Equipment & Supplies Dealers	12	0.9%	51	0.4%	70	1.3%	854	1.6%
Food & Beverage Stores	33	2.5%	448	3.1%	102	1.9%	1,987	3.8%
Health & Personal Care Stores	11	0.8%	62	0.4%	53	1.0%	641	1.2%
Gasoline Stations & Fuel Dealers	8	0.6%	38	0.3%	40	0.7%	217	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	36	2.8%	163	1.1%	100	1.8%	557	1.1%
Sporting Goods, Hobby, Book, & Music Stores	57	4.4%	414	2.9%	159	2.9%	1,177	2.3%
General Merchandise Stores	9	0.7%	27	0.2%	55	1.0%	1,081	2.1%
Transportation & Warehousing	17	1.3%	234	1.6%	62	1.1%	591	1.1%
Truck Transportation	2	0.1%	4	0.0%	21	0.4%	163	0.3%
Information	37	2.9%	648	4.5%	126	2.3%	1,770	3.4%
Finance & Insurance	62	4.8%	338	2.4%	254	4.6%	2,231	4.3%
Central Bank/Credit Intermediation & Related Activities	29	2.2%	220	1.5%	82	1.5%	725	1.4%
Securities & Commodity Contracts	25	1.9%	87	0.6%	81	1.5%	326	0.6%
Funds, Trusts & Other Financial Vehicles	8	0.6%	31	0.2%	91	1.7%	1,180	2.3%
Real Estate, Rental & Leasing	87	6.7%	325	2.3%	368	6.7%	1,622	3.1%
Professional, Scientific & Tech Services	156	12.1%	770	5.4%	594	10.8%	3,600	6.9%
Legal Services	53	4.1%	332	2.3%	154	2.8%	688	1.3%
Management of Companies & Enterprises	4	0.3%	11	0.1%	11	0.2%	198	0.4%
Administrative, Support & Waste Management Services	44	3.4%	201	1.4%	226	4.1%	1,274	2.5%
Educational Services	51	3.9%	1,790	12.5%	143	2.6%	3,919	7.5%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 14, 2025

Business Summary

Chico, California
Rings: 1, 5 mile radii

Prepared by Esri
Latitude: 39.73200
Longitude: -121.84198

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	105	8.1%	4,822	33.6%	596	10.9%	11,554	22.3%
Ambulatory Health Care	62	4.8%	686	4.8%	386	7.0%	4,090	7.9%
Hospital	7	0.5%	577	4.0%	28	0.5%	1,120	2.2%
Nursing/Residential Care	5	0.4%	44	0.3%	42	0.8%	1,355	2.6%
Social Assistance	32	2.5%	3,515	24.5%	140	2.6%	4,989	9.6%
Arts, Entertainment & Recreation	32	2.5%	311	2.2%	123	2.3%	1,053	2.0%
Accommodation & Food Services	136	10.5%	1,800	12.5%	370	6.8%	4,852	9.3%
Accommodation	8	0.6%	78	0.5%	33	0.6%	363	0.7%
Food Services & Drinking Places	128	9.9%	1,722	12.0%	337	6.2%	4,489	8.7%
Other Services (except Public Administration)	178	13.8%	827	5.8%	701	12.8%	3,292	6.3%
Repair & Maintenance	29	2.2%	230	1.6%	184	3.4%	1,025	2.0%
Automotive Repair & Maintenance	19	1.5%	211	1.5%	135	2.5%	774	1.5%
Personal & Laundry Service	75	5.8%	291	2.0%	245	4.5%	813	1.6%
Civic and Other Orgs	73	5.6%	306	2.1%	272	5.0%	1,454	2.8%
Public Administration	26	2.0%	400	2.8%	88	1.6%	1,572	3.0%
Unclassified Establishments	76	5.9%	18	0.1%	307	5.6%	51	0.1%
Total	1,294	100.0%	14,360	100.0%	5,478	100.0%	51,924	100.0%

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by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	22	1.7%	111	0.8%	176	3.2%	1,289	2.5%
Construction	33	2.5%	168	1.2%	345	6.3%	1,725	3.3%
Manufacturing	21	1.6%	149	1.0%	147	2.7%	1,437	2.8%
Transportation	15	1.2%	229	1.6%	101	1.8%	861	1.7%
Communication	18	1.4%	397	2.8%	59	1.1%	1,184	2.3%
Utility	3	0.2%	28	0.2%	17	0.3%	146	0.3%
Wholesale Trade	29	2.2%	179	1.3%	178	3.3%	2,075	4.0%
Retail Trade Summary	323	25.0%	3,122	21.7%	1,087	19.8%	12,922	24.9%
Home Improvement	12	0.9%	51	0.4%	70	1.3%	852	1.6%
General Merchandise Stores	3	0.2%	13	0.1%	30	0.6%	992	1.9%
Food Stores	39	3.0%	528	3.7%	124	2.3%	1,911	3.7%
Auto Dealers & Gas Stations	14	1.1%	87	0.6%	102	1.9%	1,436	2.8%
Apparel & Accessory Stores	25	1.9%	130	0.9%	80	1.5%	497	1.0%
Furniture & Home Furnishings	12	0.9%	44	0.3%	79	1.4%	498	1.0%
Eating & Drinking Places	123	9.5%	1,697	11.8%	325	5.9%	4,437	8.6%
Miscellaneous Retail	95	7.3%	573	4.0%	278	5.1%	2,300	4.4%
Finance, Insurance, Real Estate Summary	152	11.8%	744	5.2%	584	10.7%	3,958	7.6%
Banks, Savings & Lending Institutions	28	2.2%	215	1.5%	82	1.5%	738	1.4%
Securities Brokers	25	1.9%	87	0.6%	79	1.4%	304	0.6%
Insurance Carriers & Agents	8	0.6%	31	0.2%	90	1.6%	1,177	2.3%
Real Estate, Holding, Other Investment Offices	91	7.0%	411	2.9%	333	6.1%	1,739	3.4%
Services Summary	575	44.4%	8,805	61.3%	2,387	43.6%	24,696	47.6%
Hotels & Lodging	8	0.6%	78	0.5%	33	0.6%	363	0.7%
Automotive Services	26	2.0%	253	1.8%	164	3.0%	911	1.8%
Movies & Amusements	41	3.2%	313	2.2%	144	2.6%	1,223	2.4%
Health Services	71	5.5%	1,272	8.9%	433	7.9%	6,137	11.8%
Legal Services	50	3.9%	214	1.5%	142	2.6%	548	1.1%
Education Institutions & Libraries	37	2.9%	1,801	12.5%	114	2.1%	3,805	7.3%
Other Services	342	26.4%	4,875	34.0%	1,356	24.8%	11,709	22.6%
Government	27	2.1%	409	2.9%	89	1.6%	1,581	3.0%
Unclassified Establishments	76	5.9%	18	2.9%	307	5.6%	51	3.0%
Totals	1,294	100.0%	14,360	100.0%	5,478	100.0%	51,924	100.0%

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Demographic and Income Profile

Chico, California 2
 Chico, California
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

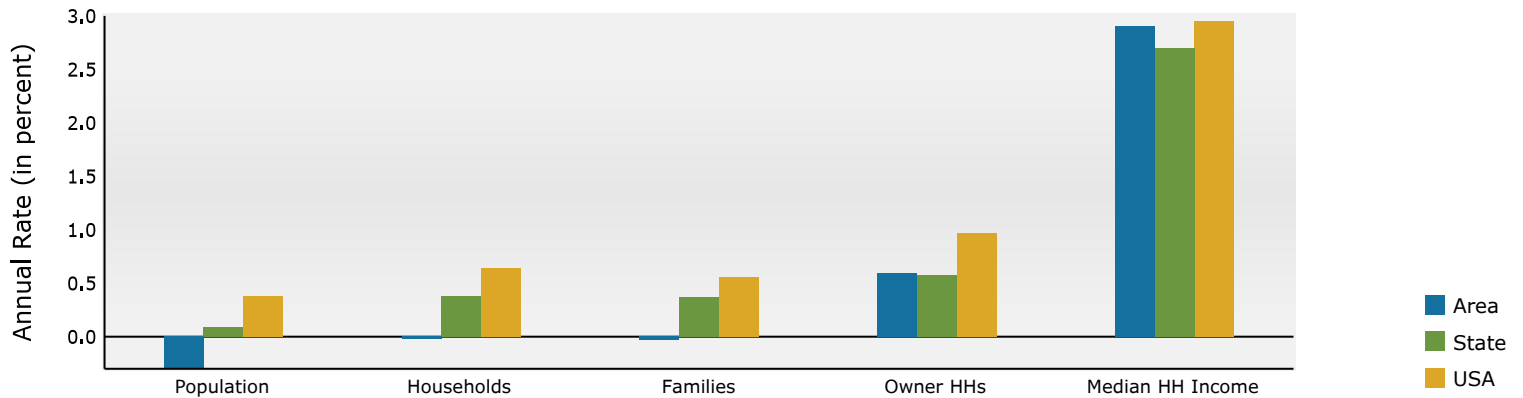
Summary	Census 2010		Census 2020		2024		2029	
Population	111,853		124,235		122,818		120,971	
Households	44,542		50,425		50,473		50,412	
Families	24,352		28,051		27,199		27,154	
Average Household Size	2.44		2.40		2.37		2.33	
Owner Occupied Housing Units	21,782		24,364		24,368		25,099	
Renter Occupied Housing Units	22,760		26,061		26,105		25,313	
Median Age	31.0		35.2		35.9		37.3	
Trends: 2024-2029 Annual Rate	Area		State		National			
Population	-0.30%		0.09%		0.38%			
Households	-0.02%		0.38%		0.64%			
Families	-0.03%		0.37%		0.56%			
Owner HHs	0.59%		0.58%		0.97%			
Median Household Income	2.90%		2.70%		2.95%			
Households by Income			2024		2029			
			Number	Percent	Number	Percent		
<\$15,000			5,138	10.2%	4,706	9.3%		
\$15,000 - \$24,999			3,576	7.1%	2,718	5.4%		
\$25,000 - \$34,999			3,779	7.5%	3,142	6.2%		
\$35,000 - \$49,999			5,222	10.3%	4,393	8.7%		
\$50,000 - \$74,999			7,514	14.9%	6,883	13.7%		
\$75,000 - \$99,999			6,311	12.5%	6,354	12.6%		
\$100,000 - \$149,999			7,556	15.0%	8,178	16.2%		
\$150,000 - \$199,999			5,539	11.0%	6,765	13.4%		
\$200,000+			5,838	11.6%	7,272	14.4%		
Median Household Income			\$75,022		\$86,551			
Average Household Income			\$108,050		\$126,328			
Per Capita Income			\$44,490		\$52,733			
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,192	5.5%	6,314	5.1%	6,209	5.1%	5,961	4.9%
5 - 9	6,185	5.5%	6,692	5.4%	6,218	5.1%	5,713	4.7%
10 - 14	6,310	5.6%	7,024	5.7%	6,306	5.1%	5,973	4.9%
15 - 19	10,374	9.3%	9,692	7.8%	9,199	7.5%	8,674	7.2%
20 - 24	16,538	14.8%	14,574	11.7%	14,301	11.6%	13,461	11.1%
25 - 34	15,816	14.1%	17,578	14.1%	17,715	14.4%	17,054	14.1%
35 - 44	12,090	10.8%	14,959	12.0%	15,614	12.7%	15,530	12.8%
45 - 54	13,108	11.7%	12,490	10.1%	12,627	10.3%	13,246	10.9%
55 - 64	12,510	11.2%	13,691	11.0%	12,337	10.0%	11,528	9.5%
65 - 74	6,276	5.6%	12,807	10.3%	12,651	10.3%	12,262	10.1%
75 - 84	4,001	3.6%	5,853	4.7%	7,078	5.8%	8,659	7.2%
85+	2,452	2.2%	2,561	2.1%	2,563	2.1%	2,910	2.4%
Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	91,093	81.4%	88,114	70.9%	84,386	68.7%	80,691	66.7%
Black Alone	1,974	1.8%	2,237	1.8%	2,361	1.9%	2,374	2.0%
American Indian Alone	1,494	1.3%	1,973	1.6%	1,998	1.6%	1,986	1.6%
Asian Alone	4,276	3.8%	5,025	4.0%	5,484	4.5%	5,902	4.9%
Pacific Islander Alone	245	0.2%	394	0.3%	405	0.3%	417	0.3%
Some Other Race Alone	7,581	6.8%	11,498	9.3%	12,327	10.0%	12,966	10.7%
Two or More Races	5,190	4.6%	14,994	12.1%	15,857	12.9%	16,635	13.8%
Hispanic Origin (Any Race)	18,200	16.3%	25,542	20.6%	27,328	22.3%	28,745	23.8%

Data Note: Income is expressed in current dollars.

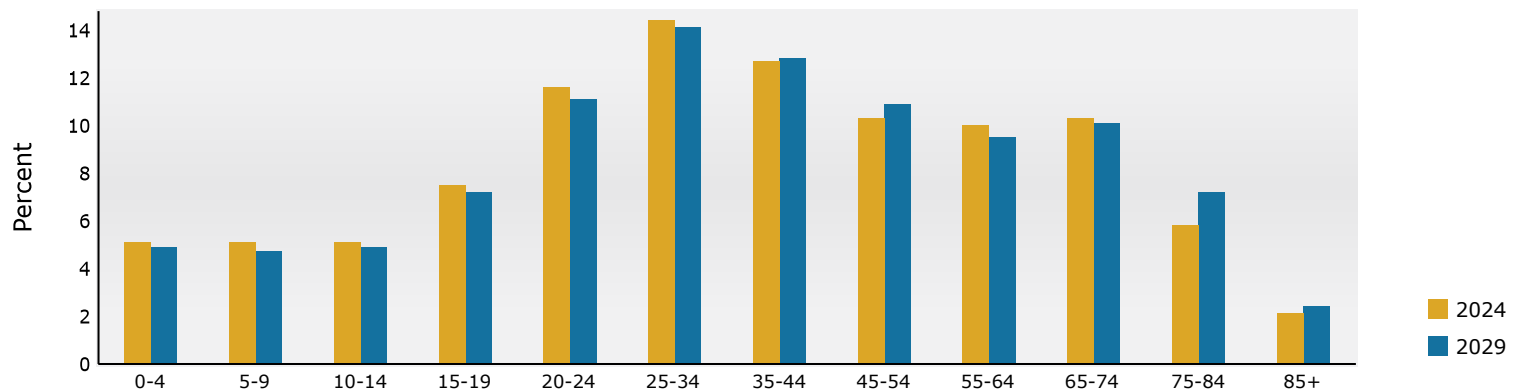
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

March 14, 2025

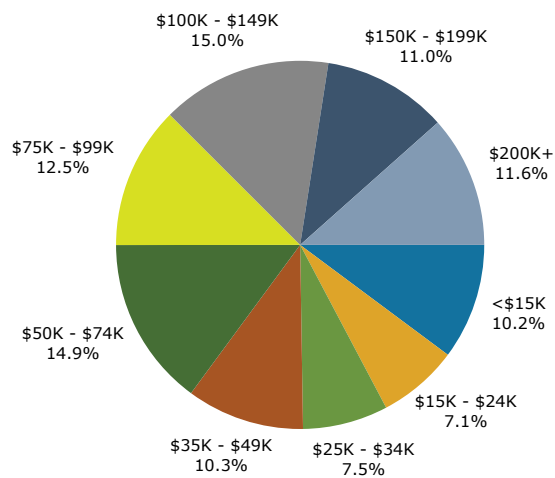
Trends 2024-2029



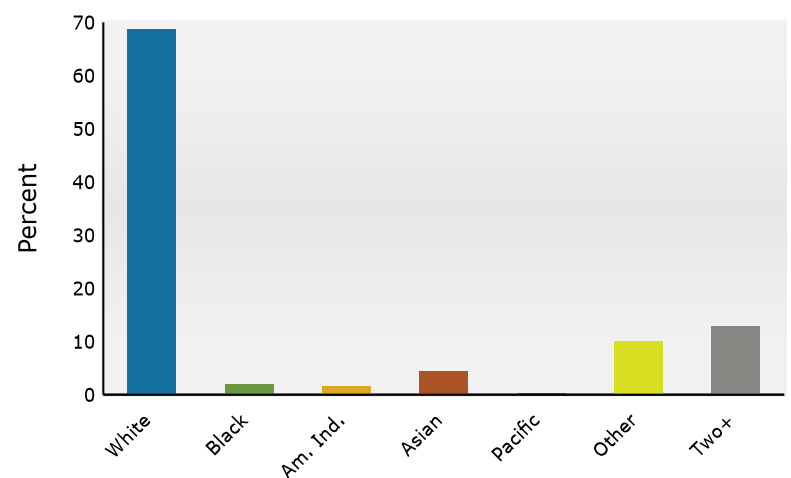
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 22.3%

Demographic and Income Profile

Chico, California 2
 Chico, California
 Ring: 25 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

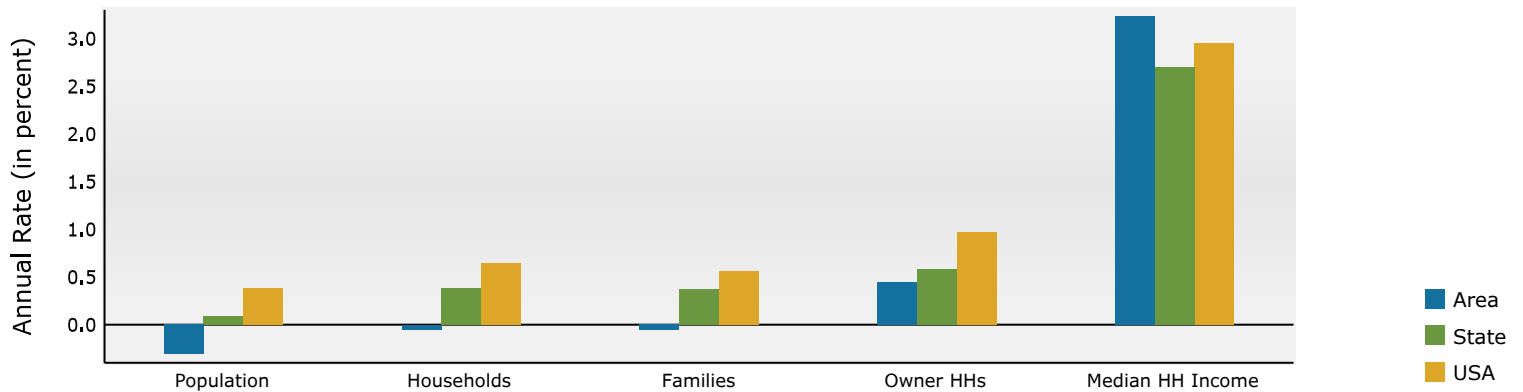
Summary	Census 2010		Census 2020		2024		2029	
Population	240,074		232,026		228,508		224,953	
Households	94,154		90,198		89,736		89,531	
Families	57,334		54,736		52,901		52,755	
Average Household Size	2.50		2.52		2.49		2.46	
Owner Occupied Housing Units	54,165		49,975		49,602		50,724	
Renter Occupied Housing Units	39,989		40,223		40,134		38,807	
Median Age	36.2		37.4		38.0		39.1	
Trends: 2024-2029 Annual Rate	Area		State		National			
Population	-0.31%		0.09%		0.38%			
Households	-0.05%		0.38%		0.64%			
Families	-0.06%		0.37%		0.56%			
Owner HHs	0.45%		0.58%		0.97%			
Median Household Income	3.24%		2.70%		2.95%			
Households by Income			2024		2029			
			Number	Percent	Number	Percent		
<\$15,000			8,923	9.9%	8,120	9.1%		
\$15,000 - \$24,999			7,298	8.1%	5,753	6.4%		
\$25,000 - \$34,999			7,435	8.3%	6,220	6.9%		
\$35,000 - \$49,999			10,185	11.3%	8,759	9.8%		
\$50,000 - \$74,999			14,212	15.8%	13,207	14.8%		
\$75,000 - \$99,999			11,774	13.1%	12,001	13.4%		
\$100,000 - \$149,999			13,120	14.6%	14,416	16.1%		
\$150,000 - \$199,999			8,540	9.5%	10,640	11.9%		
\$200,000+			8,252	9.2%	10,416	11.6%		
Median Household Income			\$67,747		\$79,475			
Average Household Income			\$98,592		\$115,360			
Per Capita Income			\$38,758		\$45,953			
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	14,436	6.0%	12,692	5.5%	12,496	5.5%	12,123	5.4%
5 - 9	14,275	5.9%	13,820	6.0%	12,771	5.6%	11,747	5.2%
10 - 14	14,752	6.1%	14,605	6.3%	13,237	5.8%	12,254	5.4%
15 - 19	19,661	8.2%	16,529	7.1%	16,018	7.0%	14,939	6.6%
20 - 24	24,283	10.1%	20,459	8.8%	20,596	9.0%	19,730	8.8%
25 - 34	29,599	12.3%	31,000	13.4%	30,292	13.3%	29,675	13.2%
35 - 44	25,877	10.8%	27,437	11.8%	28,837	12.6%	28,551	12.7%
45 - 54	31,472	13.1%	24,122	10.4%	23,807	10.4%	24,771	11.0%
55 - 64	30,392	12.7%	29,023	12.5%	26,108	11.4%	23,466	10.4%
65 - 74	17,960	7.5%	25,490	11.0%	25,486	11.2%	25,465	11.3%
75 - 84	11,462	4.8%	12,051	5.2%	13,980	6.1%	16,733	7.4%
85+	5,904	2.5%	4,799	2.1%	4,880	2.1%	5,498	2.4%
Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	193,975	80.8%	158,015	68.1%	150,432	65.8%	143,407	63.7%
Black Alone	3,521	1.5%	3,578	1.5%	3,750	1.6%	3,770	1.7%
American Indian Alone	4,620	1.9%	5,198	2.2%	5,192	2.3%	5,110	2.3%
Asian Alone	9,208	3.8%	10,455	4.5%	11,192	4.9%	11,928	5.3%
Pacific Islander Alone	467	0.2%	604	0.3%	631	0.3%	651	0.3%
Some Other Race Alone	17,477	7.3%	26,146	11.3%	27,934	12.2%	29,379	13.1%
Two or More Races	10,804	4.5%	28,031	12.1%	29,377	12.9%	30,709	13.7%
Hispanic Origin (Any Race)	41,352	17.2%	53,181	22.9%	56,642	24.8%	59,504	26.5%

Data Note: Income is expressed in current dollars.

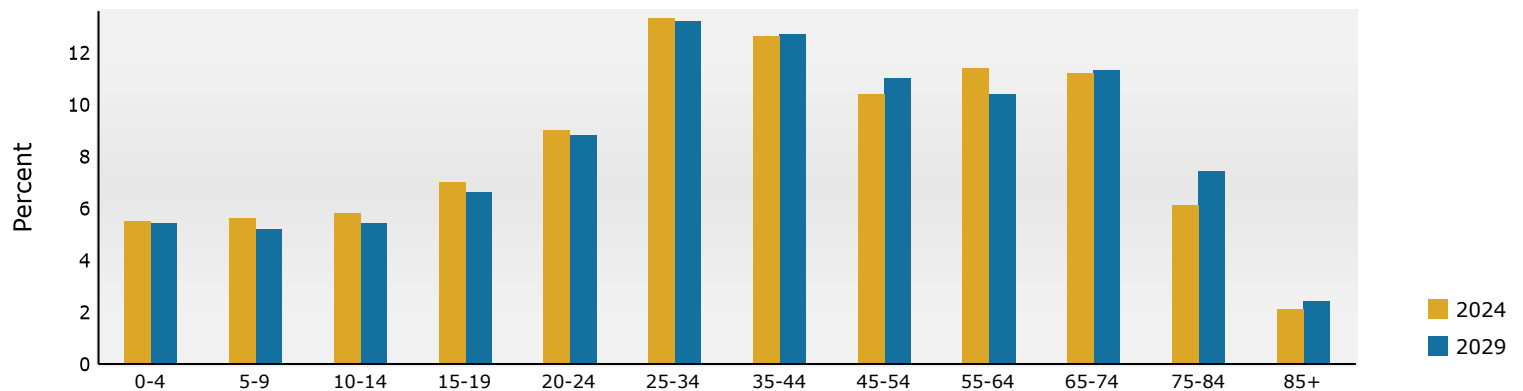
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

March 14, 2025

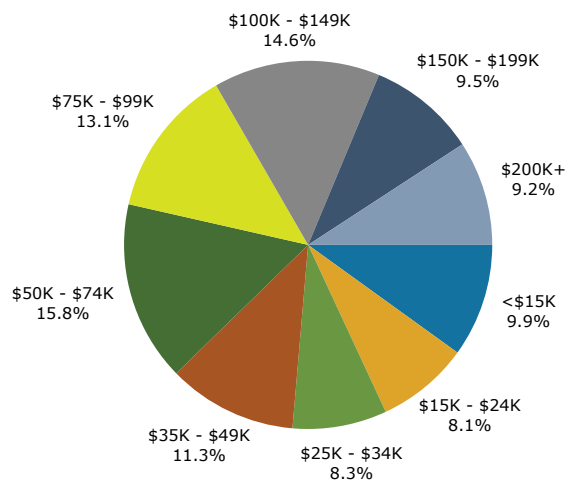
Trends 2024-2029



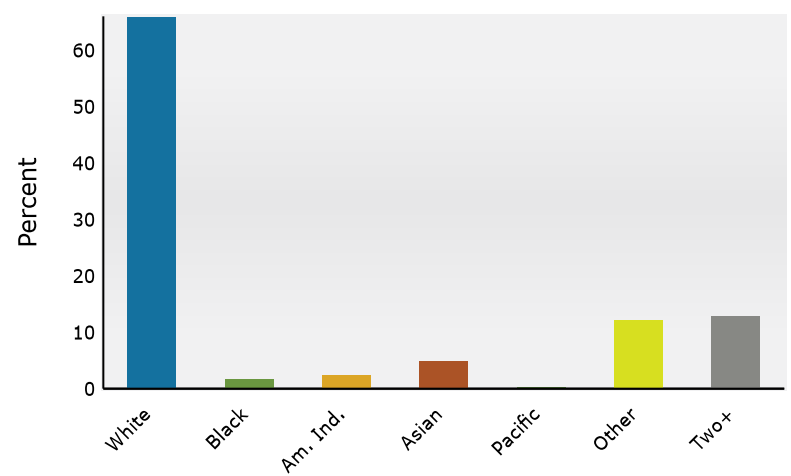
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 24.8%

Demographic and Income Profile

Chico, California 2
 Chico, California
 Ring: 60 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Summary	Census 2010	Census 2020	2024	2029
Population	624,607	638,933	637,725	637,397
Households	236,198	239,968	241,007	242,924
Families	156,655	156,970	153,769	154,964
Average Household Size	2.60	2.61	2.60	2.58
Owner Occupied Housing Units	147,176	149,096	150,561	155,447
Renter Occupied Housing Units	89,022	90,872	90,446	87,477
Median Age	38.2	39.5	40.1	41.0

Trends: 2024-2029 Annual Rate	Area	State	National
Population	-0.01%	0.09%	0.38%
Households	0.16%	0.38%	0.64%
Families	0.15%	0.37%	0.56%
Owner HHs	0.64%	0.58%	0.97%
Median Household Income	3.04%	2.70%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	23,611	9.8%	21,293	8.8%
\$15,000 - \$24,999	19,123	7.9%	15,277	6.3%
\$25,000 - \$34,999	17,127	7.1%	14,396	5.9%
\$35,000 - \$49,999	28,250	11.7%	24,902	10.3%
\$50,000 - \$74,999	39,518	16.4%	37,163	15.3%
\$75,000 - \$99,999	31,763	13.2%	32,439	13.4%
\$100,000 - \$149,999	37,088	15.4%	41,016	16.9%
\$150,000 - \$199,999	22,759	9.4%	29,085	12.0%
\$200,000+	21,767	9.0%	27,353	11.3%

Median Household Income	\$69,050	\$80,213
Average Household Income	\$98,557	\$114,737
Per Capita Income	\$37,331	\$43,816

Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	40,012	6.4%	36,157	5.7%	36,071	5.7%	35,795	5.6%
5 - 9	40,049	6.4%	40,043	6.3%	37,742	5.9%	35,393	5.6%
10 - 14	41,364	6.6%	42,575	6.7%	39,309	6.2%	36,939	5.8%
15 - 19	47,408	7.6%	42,296	6.6%	42,098	6.6%	39,390	6.2%
20 - 24	47,159	7.6%	42,081	6.6%	44,032	6.9%	43,408	6.8%
25 - 34	74,723	12.0%	80,260	12.6%	78,193	12.3%	79,075	12.4%
35 - 44	70,139	11.2%	76,616	12.0%	81,226	12.7%	81,288	12.8%
45 - 54	86,555	13.9%	68,752	10.8%	68,777	10.8%	72,288	11.3%
55 - 64	82,585	13.2%	85,455	13.4%	77,622	12.2%	69,664	10.9%
65 - 74	51,081	8.2%	74,579	11.7%	76,179	11.9%	77,429	12.1%
75 - 84	30,129	4.8%	36,491	5.7%	42,260	6.6%	50,437	7.9%
85+	13,401	2.1%	13,628	2.1%	14,214	2.2%	16,292	2.6%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	485,010	77.7%	420,078	65.7%	404,288	63.4%	390,994	61.3%
Black Alone	9,212	1.5%	10,226	1.6%	11,108	1.7%	11,372	1.8%
American Indian Alone	12,704	2.0%	13,998	2.2%	14,070	2.2%	14,000	2.2%
Asian Alone	30,793	4.9%	38,439	6.0%	41,670	6.5%	44,712	7.0%
Pacific Islander Alone	1,361	0.2%	1,768	0.3%	1,925	0.3%	2,036	0.3%
Some Other Race Alone	55,447	8.9%	76,332	11.9%	82,107	12.9%	87,018	13.7%
Two or More Races	30,080	4.8%	78,092	12.2%	82,556	12.9%	87,265	13.7%

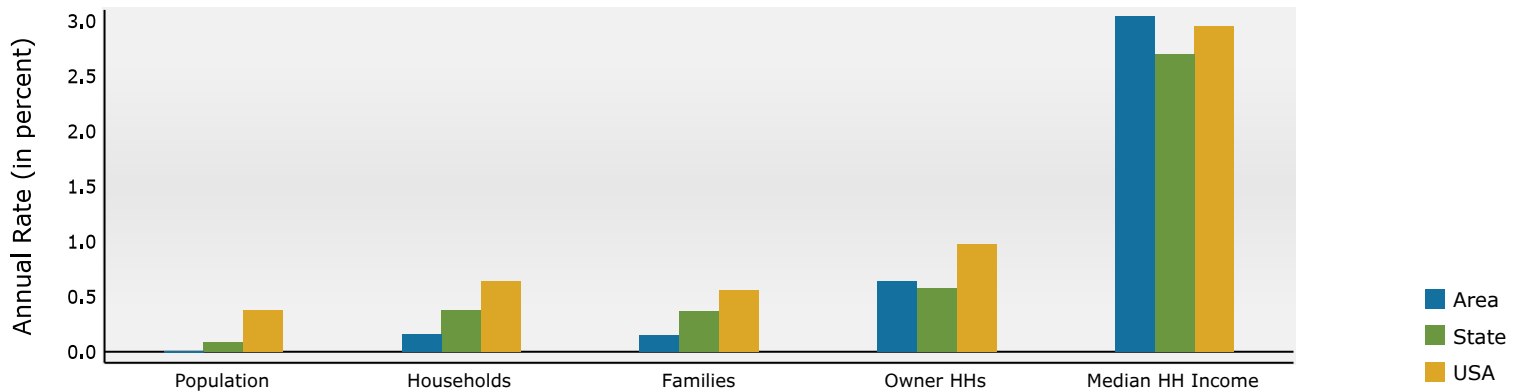
Hispanic Origin (Any Race)	122,314	19.6%	151,976	23.8%	163,089	25.6%	172,716	27.1%
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Data Note: Income is expressed in current dollars.

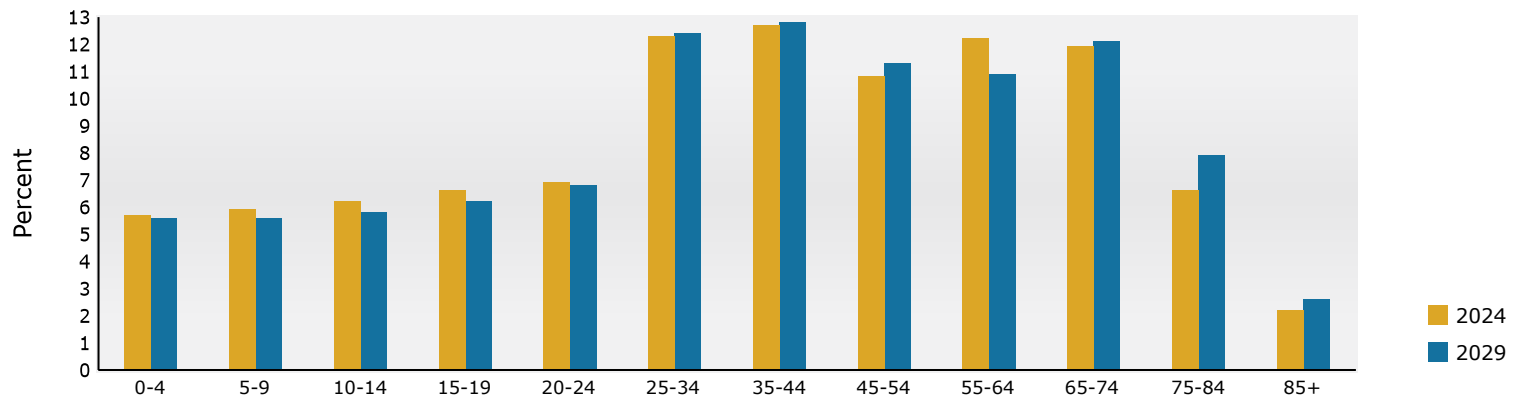
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

March 14, 2025

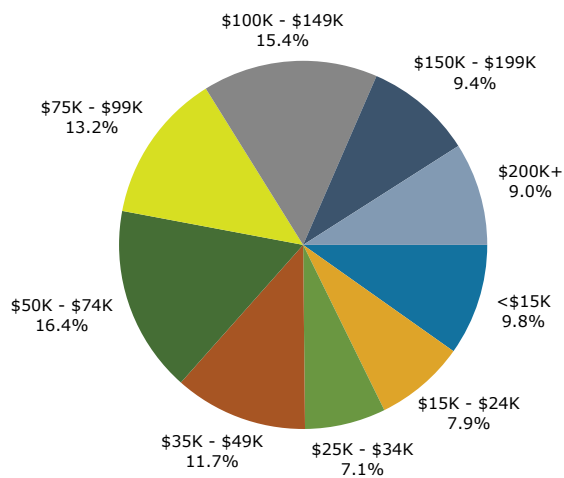
Trends 2024-2029



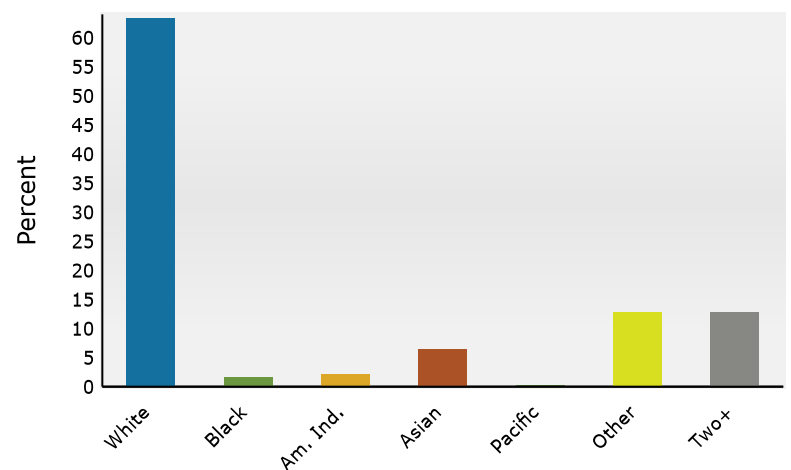
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 25.6%

Restaurant Market Potential

Chico, California 2
 Chico, California
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Demographic Summary		2024	2029	
Population		122,818	120,971	
Population 18+		100,092	99,587	
Households		50,473	50,412	
Median Household Income		\$75,022	\$86,551	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		70,939	70.9%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days		23,122	23.1%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days		6,299	6.3%	106
Spent \$31-50 at Family Restaurant/Steak House/30 Days		9,113	9.1%	102
Spent \$51-100 at Family Restaurant/Steak House/30 Days		15,645	15.6%	98
Spent \$101-200 at Family Restaurant/Steak House/30 Days		11,039	11.0%	94
Spent \$201+ at Family Restaurant/Steak House/30 Days		6,786	6.8%	101
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,571	3.6%	103
Spent \$101-200 at Fine Dining Restaurants/30 Days		3,024	3.0%	105
Spent \$201+ at Fine Dining Restaurants/30 Days		2,725	2.7%	97
Went for Breakfast at Family Restaurant/Steak House/6 Mo		11,637	11.6%	95
Went for Lunch at Family Restaurant/Steak House/6 Mo		18,165	18.1%	97
Went for Dinner at Family Restaurant/Steak House/6 Mo		47,573	47.5%	101
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,735	1.7%	104
Went on Weekday to Family Restaurant/Steak House/6 Mo		33,099	33.1%	102
Went on Weekend to Family Restaurant/Steak House/6 Mo		39,730	39.7%	99
Went to Applebee`s/6 Mo		14,686	14.7%	96
Went to Bob Evans/6 Mo		2,076	2.1%	85
Went to Buffalo Wild Wings/6 Mo		9,268	9.3%	103
Went to California Pizza Kitchen/6 Mo		1,617	1.6%	91
Went to Carrabba`s/6 Mo		2,357	2.4%	109
Went to The Cheesecake Factory/6 Mo		6,772	6.8%	96
Went to Chili`s Grill & Bar/6 Mo		9,991	10.0%	103
Went to Cracker Barrel/6 Mo		9,945	9.9%	90
Went to Denny`s/6 Mo		6,243	6.2%	93
Went to Golden Corral/6 Mo		3,748	3.7%	89
Went to IHOP/6 Mo		7,684	7.7%	99
Went to Logan`s Roadhouse/6 Mo		1,425	1.4%	75
Went to Longhorn Steakhouse/6 Mo		5,973	6.0%	96
Went to Olive Garden/6 Mo		16,207	16.2%	103
Went to Outback Steakhouse/6 Mo		7,910	7.9%	98
Went to Red Lobster/6 Mo		6,743	6.7%	91
Went to Red Robin/6 Mo		6,179	6.2%	114
Went to Ruby Tuesday/6 Mo		1,506	1.5%	85
Went to Texas Roadhouse/6 Mo		12,728	12.7%	98
Went to T.G.I. Friday`s/6 Mo		2,638	2.6%	106
Went to Waffle House/6 Mo		4,824	4.8%	91
Went to Fast Food/Drive-In Restaurant/6 Mo		91,146	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		38,383	38.3%	97
Spent \$1-10 at Fast Food Restaurant/30 Days		3,858	3.9%	108
Spent \$11-20 at Fast Food Restaurant/30 Days		9,099	9.1%	111
Spent \$21-40 at Fast Food Restaurant/30 Days		17,297	17.3%	108
Spent \$41-50 at Fast Food Restaurant/30 Days		8,831	8.8%	96
Spent \$51-100 at Fast Food Restaurant/30 Days		20,087	20.1%	98
Spent \$101-200 at Fast Food Restaurant/30 Days		11,789	11.8%	91
Spent \$201+ at Fast Food Restaurant/30 Days		5,268	5.3%	90
Ordered Eat-In Fast Food/6 Mo		28,791	28.8%	100

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.

March 14, 2025

Restaurant Market Potential

Chico, California 2
 Chico, California
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Product/Consumer Behavior	Expected Number of			MPI
	Adults	Percent		
Ordered Home Delivery Fast Food/6 Mo	13,092	13.1%		101
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	52,605	52.6%		100
Ordered Take-Out/Walk-In Fast Food/6 Mo	22,728	22.7%		100
Bought Breakfast at Fast Food Restaurant/6 Mo	34,286	34.3%		96
Bought Lunch at Fast Food Restaurant/6 Mo	53,608	53.6%		100
Bought Dinner at Fast Food Restaurant/6 Mo	55,104	55.1%		101
Bought Snack at Fast Food Restaurant/6 Mo	14,456	14.4%		103
Bought from Fast Food Restaurant on Weekday/6 Mo	66,978	66.9%		101
Bought from Fast Food Restaurant on Weekend/6 Mo	52,773	52.7%		100
Bought A&W/6 Mo	2,012	2.0%		93
Bought Arby`s/6 Mo	17,564	17.5%		96
Bought Baskin-Robbins/6 Mo	3,330	3.3%		99
Bought Boston Market/6 Mo	1,621	1.6%		91
Bought Burger King/6 Mo	25,664	25.6%		95
Bought Captain D`s/6 Mo	2,130	2.1%		74
Bought Carl`s Jr./6 Mo	4,615	4.6%		98
Bought Checkers/6 Mo	2,124	2.1%		89
Bought Chick-Fil-A/6 Mo	33,688	33.7%		101
Bought Chipotle Mexican Grill/6 Mo	18,642	18.6%		108
Bought Chuck E. Cheese`s/6 Mo	1,160	1.2%		77
Bought Church`s Fried Chicken/6 Mo	2,254	2.3%		75
Bought Cold Stone Creamery/6 Mo	3,172	3.2%		103
Bought Dairy Queen/6 Mo	15,580	15.6%		99
Bought Del Taco/6 Mo	3,097	3.1%		86
Bought Domino`s Pizza/6 Mo	17,149	17.1%		102
Bought Dunkin` Donuts/6 Mo	15,107	15.1%		102
Bought Five Guys/6 Mo	10,682	10.7%		108
Bought Hardee`s/6 Mo	4,257	4.3%		85
Bought Jack in the Box/6 Mo	6,435	6.4%		95
Bought Jersey Mike`s/6 Mo	9,239	9.2%		109
Bought Jimmy John`s/6 Mo	7,002	7.0%		114
Bought KFC/6 Mo	15,472	15.5%		89
Bought Krispy Kreme Doughnuts/6 Mo	6,630	6.6%		99
Bought Little Caesars/6 Mo	11,531	11.5%		94
Bought Long John Silver`s/6 Mo	1,985	2.0%		76
Bought McDonald`s/6 Mo	49,135	49.1%		99
Bought Panda Express/6 Mo	13,282	13.3%		101
Bought Panera Bread/6 Mo	14,347	14.3%		106
Bought Papa John`s/6 Mo	8,222	8.2%		99
Bought Papa Murphy`s/6 Mo	4,270	4.3%		126
Bought Pizza Hut/6 Mo	11,146	11.1%		90
Bought Popeyes Chicken/6 Mo	12,752	12.7%		93
Bought Sonic Drive-In/6 Mo	10,635	10.6%		94
Bought Starbucks/6 Mo	22,286	22.3%		105
Bought Steak `N Shake/6 Mo	2,698	2.7%		94
Bought Subway/6 Mo	22,154	22.1%		98
Bought Taco Bell/6 Mo	27,597	27.6%		99
Bought Wendy`s/6 Mo	26,476	26.5%		98
Bought Whataburger/6 Mo	5,580	5.6%		93
Bought White Castle/6 Mo	1,943	1.9%		81
Bought Wing-Stop/6 Mo	3,110	3.1%		84

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.

March 14, 2025

Restaurant Market Potential

Chico, California 2
 Chico, California
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Went to Fine Dining Restaurant/6 Mo	15,938	15.9%	103
Went to Fine Dining Restaurant/30 Days	11,893	11.9%	102
Went to Fine Dining Restaurant 2+ Times/30 Days	5,456	5.5%	99
Used DoorDash Site/App for Take-Out/Del/30 Days	13,392	13.4%	106
Used Grubhub Site/App for Take-Out/Del/30 Days	4,789	4.8%	104
Used Postmates Site/App for Take-Out/Del/30 Days	919	0.9%	82
Used Restrnt Site/App for Take-Out/Del/30 Days	22,536	22.5%	104
Used Uber Eats Site/App for Take-Out/Del/30 Days	7,210	7.2%	100
Used Yelp Site/App for Take-Out/Del/30 Days	1,310	1.3%	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 2024 and 2029.

March 14, 2025

Restaurant Market Potential

Chico, California 2
 Chico, California
 Ring: 25 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Demographic Summary		2024	2029
Population		228,508	224,953
Population 18+		181,822	181,246
Households		89,736	89,531
Median Household Income		\$67,747	\$79,475
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to Family Restaurant/Steak House/6 Mo		129,473	100
Went to Family Restaurant/Steak House 4+ Times/30 Days		42,445	100
Spent \$1-30 at Family Restaurant/Steak House/30 Days		11,687	108
Spent \$31-50 at Family Restaurant/Steak House/30 Days		16,637	103
Spent \$51-100 at Family Restaurant/Steak House/30 Days		28,939	100
Spent \$101-200 at Family Restaurant/Steak House/30 Days		20,444	96
Spent \$201+ at Family Restaurant/Steak House/30 Days		11,825	97
Spent \$1-100 at Fine Dining Restaurants/30 Days		6,207	98
Spent \$101-200 at Fine Dining Restaurants/30 Days		5,014	96
Spent \$201+ at Fine Dining Restaurants/30 Days		4,484	88
Went for Breakfast at Family Restaurant/Steak House/6 Mo		21,788	98
Went for Lunch at Family Restaurant/Steak House/6 Mo		34,113	100
Went for Dinner at Family Restaurant/Steak House/6 Mo		84,645	99
Went for Snacks at Family Restaurant/Steak House/6 Mo		3,101	102
Went on Weekday to Family Restaurant/Steak House/6 Mo		60,370	102
Went on Weekend to Family Restaurant/Steak House/6 Mo		71,325	98
Went to Applebee's/6 Mo		27,849	100
Went to Bob Evans/6 Mo		4,208	95
Went to Buffalo Wild Wings/6 Mo		16,341	100
Went to California Pizza Kitchen/6 Mo		2,672	83
Went to Carrabba's/6 Mo		4,266	109
Went to The Cheesecake Factory/6 Mo		11,570	90
Went to Chili's Grill & Bar/6 Mo		18,378	105
Went to Cracker Barrel/6 Mo		21,190	106
Went to Denny's/6 Mo		12,112	99
Went to Golden Corral/6 Mo		8,449	110
Went to IHOP/6 Mo		14,335	102
Went to Logan's Roadhouse/6 Mo		3,251	94
Went to Longhorn Steakhouse/6 Mo		11,528	101
Went to Olive Garden/6 Mo		29,531	103
Went to Outback Steakhouse/6 Mo		14,547	100
Went to Red Lobster/6 Mo		13,266	99
Went to Red Robin/6 Mo		10,260	104
Went to Ruby Tuesday/6 Mo		3,541	110
Went to Texas Roadhouse/6 Mo		24,124	103
Went to T.G.I. Friday's/6 Mo		4,587	102
Went to Waffle House/6 Mo		10,043	104
Went to Fast Food/Drive-In Restaurant/6 Mo		165,613	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		71,951	100
Spent \$1-10 at Fast Food Restaurant/30 Days		6,851	106
Spent \$11-20 at Fast Food Restaurant/30 Days		15,490	104
Spent \$21-40 at Fast Food Restaurant/30 Days		30,541	104
Spent \$41-50 at Fast Food Restaurant/30 Days		16,335	98
Spent \$51-100 at Fast Food Restaurant/30 Days		37,280	100
Spent \$101-200 at Fast Food Restaurant/30 Days		22,847	97
Spent \$201+ at Fast Food Restaurant/30 Days		9,863	92
Ordered Eat-In Fast Food/6 Mo		52,609	100

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.

March 14, 2025

Restaurant Market Potential

Chico, California 2
 Chico, California
 Ring: 25 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	23,320	12.8%	99
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	96,811	53.2%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	39,360	21.6%	95
Bought Breakfast at Fast Food Restaurant/6 Mo	64,865	35.7%	99
Bought Lunch at Fast Food Restaurant/6 Mo	98,211	54.0%	100
Bought Dinner at Fast Food Restaurant/6 Mo	98,695	54.3%	100
Bought Snack at Fast Food Restaurant/6 Mo	25,163	13.8%	99
Bought from Fast Food Restaurant on Weekday/6 Mo	121,575	66.9%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	95,120	52.3%	99
Bought A&W/6 Mo	3,822	2.1%	97
Bought Arby's/6 Mo	34,168	18.8%	103
Bought Baskin-Robbins/6 Mo	5,663	3.1%	93
Bought Boston Market/6 Mo	2,809	1.5%	87
Bought Burger King/6 Mo	50,389	27.7%	102
Bought Captain D's/6 Mo	5,554	3.1%	107
Bought Carl's Jr./6 Mo	8,303	4.6%	97
Bought Checkers/6 Mo	4,451	2.4%	103
Bought Chick-Fil-A/6 Mo	60,115	33.1%	99
Bought Chipotle Mexican Grill/6 Mo	29,733	16.4%	95
Bought Chuck E. Cheese's/6 Mo	2,531	1.4%	93
Bought Church's Fried Chicken/6 Mo	5,254	2.9%	96
Bought Cold Stone Creamery/6 Mo	5,435	3.0%	97
Bought Dairy Queen/6 Mo	30,357	16.7%	106
Bought Del Taco/6 Mo	5,432	3.0%	83
Bought Domino's Pizza/6 Mo	31,437	17.3%	103
Bought Dunkin' Donuts/6 Mo	25,445	14.0%	95
Bought Five Guys/6 Mo	17,769	9.8%	99
Bought Hardee's/6 Mo	9,891	5.4%	109
Bought Jack in the Box/6 Mo	12,058	6.6%	98
Bought Jersey Mike's/6 Mo	15,304	8.4%	99
Bought Jimmy John's/6 Mo	11,036	6.1%	99
Bought KFC/6 Mo	31,331	17.2%	99
Bought Krispy Kreme Doughnuts/6 Mo	11,986	6.6%	99
Bought Little Caesars/6 Mo	23,291	12.8%	105
Bought Long John Silver's/6 Mo	5,018	2.8%	106
Bought McDonald's/6 Mo	91,476	50.3%	102
Bought Panda Express/6 Mo	23,399	12.9%	98
Bought Panera Bread/6 Mo	23,991	13.2%	98
Bought Papa John's/6 Mo	14,968	8.2%	99
Bought Papa Murphy's/6 Mo	7,237	4.0%	117
Bought Pizza Hut/6 Mo	22,781	12.5%	101
Bought Popeyes Chicken/6 Mo	23,499	12.9%	94
Bought Sonic Drive-In/6 Mo	22,163	12.2%	108
Bought Starbucks/6 Mo	36,913	20.3%	96
Bought Steak 'N Shake/6 Mo	5,170	2.8%	99
Bought Subway/6 Mo	42,048	23.1%	102
Bought Taco Bell/6 Mo	52,043	28.6%	103
Bought Wendy's/6 Mo	50,137	27.6%	102
Bought Whataburger/6 Mo	11,440	6.3%	105
Bought White Castle/6 Mo	3,602	2.0%	83
Bought Wing-Stop/6 Mo	5,948	3.3%	89

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.

March 14, 2025

Restaurant Market Potential

Chico, California 2
 Chico, California
 Ring: 25 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Went to Fine Dining Restaurant/6 Mo	26,807	14.7%	96
Went to Fine Dining Restaurant/30 Days	20,036	11.0%	94
Went to Fine Dining Restaurant 2+ Times/30 Days	9,044	5.0%	91
Used DoorDash Site/App for Take-Out/Del/30 Days	22,742	12.5%	99
Used Grubhub Site/App for Take-Out/Del/30 Days	7,599	4.2%	91
Used Postmates Site/App for Take-Out/Del/30 Days	1,520	0.8%	75
Used Restrnt Site/App for Take-Out/Del/30 Days	38,937	21.4%	99
Used Uber Eats Site/App for Take-Out/Del/30 Days	11,657	6.4%	89
Used Yelp Site/App for Take-Out/Del/30 Days	2,146	1.2%	89

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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March 14, 2025

Restaurant Market Potential

Chico, California 2
 Chico, California
 Ring: 60 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Demographic Summary		2024	2029
Population		637,725	637,397
Population 18+		500,356	506,733
Households		241,007	242,924
Median Household Income		\$69,050	\$80,213
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	358,021	71.6%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days	117,683	23.5%	101
Spent \$1-30 at Family Restaurant/Steak House/30 Days	30,840	6.2%	104
Spent \$31-50 at Family Restaurant/Steak House/30 Days	45,118	9.0%	101
Spent \$51-100 at Family Restaurant/Steak House/30 Days	81,087	16.2%	102
Spent \$101-200 at Family Restaurant/Steak House/30 Days	58,600	11.7%	100
Spent \$201+ at Family Restaurant/Steak House/30 Days	33,368	6.7%	99
Spent \$1-100 at Fine Dining Restaurants/30 Days	16,851	3.4%	97
Spent \$101-200 at Fine Dining Restaurants/30 Days	13,923	2.8%	97
Spent \$201+ at Fine Dining Restaurants/30 Days	12,894	2.6%	92
Went for Breakfast at Family Restaurant/Steak House/6 Mo	62,080	12.4%	101
Went for Lunch at Family Restaurant/Steak House/6 Mo	95,426	19.1%	102
Went for Dinner at Family Restaurant/Steak House/6 Mo	231,642	46.3%	99
Went for Snacks at Family Restaurant/Steak House/6 Mo	8,001	1.6%	96
Went on Weekday to Family Restaurant/Steak House/6 Mo	165,649	33.1%	102
Went on Weekend to Family Restaurant/Steak House/6 Mo	197,370	39.4%	98
Went to Applebee`s/6 Mo	76,460	15.3%	100
Went to Bob Evans/6 Mo	11,281	2.3%	92
Went to Buffalo Wild Wings/6 Mo	43,706	8.7%	97
Went to California Pizza Kitchen/6 Mo	7,668	1.5%	87
Went to Carrabba`s/6 Mo	11,613	2.3%	108
Went to The Cheesecake Factory/6 Mo	32,597	6.5%	92
Went to Chili`s Grill & Bar/6 Mo	51,355	10.3%	106
Went to Cracker Barrel/6 Mo	57,985	11.6%	105
Went to Denny`s/6 Mo	36,990	7.4%	110
Went to Golden Corral/6 Mo	23,104	4.6%	110
Went to IHOP/6 Mo	39,298	7.9%	102
Went to Logan`s Roadhouse/6 Mo	8,759	1.8%	92
Went to Longhorn Steakhouse/6 Mo	31,559	6.3%	101
Went to Olive Garden/6 Mo	81,016	16.2%	103
Went to Outback Steakhouse/6 Mo	39,947	8.0%	99
Went to Red Lobster/6 Mo	36,688	7.3%	99
Went to Red Robin/6 Mo	27,361	5.5%	101
Went to Ruby Tuesday/6 Mo	9,853	2.0%	112
Went to Texas Roadhouse/6 Mo	65,497	13.1%	101
Went to T.G.I. Friday`s/6 Mo	11,962	2.4%	97
Went to Waffle House/6 Mo	26,156	5.2%	99
Went to Fast Food/Drive-In Restaurant/6 Mo	456,053	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	197,543	39.5%	100
Spent \$1-10 at Fast Food Restaurant/30 Days	18,345	3.7%	103
Spent \$11-20 at Fast Food Restaurant/30 Days	41,465	8.3%	101
Spent \$21-40 at Fast Food Restaurant/30 Days	83,283	16.6%	104
Spent \$41-50 at Fast Food Restaurant/30 Days	44,590	8.9%	97
Spent \$51-100 at Fast Food Restaurant/30 Days	102,317	20.4%	100
Spent \$101-200 at Fast Food Restaurant/30 Days	64,603	12.9%	100
Spent \$201+ at Fast Food Restaurant/30 Days	28,775	5.8%	98
Ordered Eat-In Fast Food/6 Mo	147,383	29.5%	102

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March 14, 2025

Restaurant Market Potential

Chico, California 2
 Chico, California
 Ring: 60 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	62,653	12.5%	97
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	264,714	52.9%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	107,646	21.5%	95
Bought Breakfast at Fast Food Restaurant/6 Mo	179,756	35.9%	100
Bought Lunch at Fast Food Restaurant/6 Mo	270,873	54.1%	101
Bought Dinner at Fast Food Restaurant/6 Mo	266,180	53.2%	98
Bought Snack at Fast Food Restaurant/6 Mo	67,126	13.4%	96
Bought from Fast Food Restaurant on Weekday/6 Mo	332,310	66.4%	100
Bought from Fast Food Restaurant on Weekend/6 Mo	260,002	52.0%	98
Bought A&W/6 Mo	10,376	2.1%	96
Bought Arby`s/6 Mo	91,440	18.3%	100
Bought Baskin-Robbins/6 Mo	16,297	3.3%	97
Bought Boston Market/6 Mo	7,580	1.5%	85
Bought Burger King/6 Mo	139,074	27.8%	103
Bought Captain D`s/6 Mo	14,940	3.0%	104
Bought Carl`s Jr./6 Mo	26,465	5.3%	112
Bought Checkers/6 Mo	11,231	2.2%	94
Bought Chick-Fil-A/6 Mo	162,723	32.5%	97
Bought Chipotle Mexican Grill/6 Mo	78,631	15.7%	92
Bought Chuck E. Cheese`s/6 Mo	7,540	1.5%	101
Bought Church`s Fried Chicken/6 Mo	15,157	3.0%	100
Bought Cold Stone Creamery/6 Mo	14,775	3.0%	96
Bought Dairy Queen/6 Mo	81,582	16.3%	104
Bought Del Taco/6 Mo	18,265	3.7%	101
Bought Domino`s Pizza/6 Mo	85,237	17.0%	102
Bought Dunkin` Donuts/6 Mo	68,125	13.6%	92
Bought Five Guys/6 Mo	46,633	9.3%	94
Bought Hardee`s/6 Mo	25,731	5.1%	103
Bought Jack in the Box/6 Mo	38,688	7.7%	114
Bought Jersey Mike`s/6 Mo	41,707	8.3%	98
Bought Jimmy John`s/6 Mo	27,935	5.6%	91
Bought KFC/6 Mo	87,754	17.5%	101
Bought Krispy Kreme Doughnuts/6 Mo	32,565	6.5%	98
Bought Little Caesars/6 Mo	66,704	13.3%	109
Bought Long John Silver`s/6 Mo	13,750	2.7%	106
Bought McDonald`s/6 Mo	249,498	49.9%	101
Bought Panda Express/6 Mo	67,402	13.5%	102
Bought Panera Bread/6 Mo	64,189	12.8%	95
Bought Papa John`s/6 Mo	39,703	7.9%	96
Bought Papa Murphy`s/6 Mo	19,896	4.0%	117
Bought Pizza Hut/6 Mo	64,066	12.8%	103
Bought Popeyes Chicken/6 Mo	65,140	13.0%	95
Bought Sonic Drive-In/6 Mo	59,868	12.0%	106
Bought Starbucks/6 Mo	100,381	20.1%	95
Bought Steak `N Shake/6 Mo	13,265	2.7%	92
Bought Subway/6 Mo	115,491	23.1%	102
Bought Taco Bell/6 Mo	140,484	28.1%	101
Bought Wendy`s/6 Mo	134,727	26.9%	100
Bought Whataburger/6 Mo	32,641	6.5%	109
Bought White Castle/6 Mo	9,433	1.9%	79
Bought Wing-Stop/6 Mo	17,249	3.4%	94

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March 14, 2025

Restaurant Market Potential

Chico, California 2
 Chico, California
 Ring: 60 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Went to Fine Dining Restaurant/6 Mo	73,824	14.8%	96
Went to Fine Dining Restaurant/30 Days	55,793	11.2%	95
Went to Fine Dining Restaurant 2+ Times/30 Days	25,140	5.0%	92
Used DoorDash Site/App for Take-Out/Del/30 Days	59,777	11.9%	95
Used Grubhub Site/App for Take-Out/Del/30 Days	19,812	4.0%	86
Used Postmates Site/App for Take-Out/Del/30 Days	4,385	0.9%	78
Used Restrnt Site/App for Take-Out/Del/30 Days	104,245	20.8%	96
Used Uber Eats Site/App for Take-Out/Del/30 Days	31,646	6.3%	88
Used Yelp Site/App for Take-Out/Del/30 Days	6,215	1.2%	94

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March 14, 2025

Retail Market Potential

Chico, California
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Demographic Summary		2024	2029
Population		20,638	20,305
Population 18+		18,035	17,786
Households		8,661	8,621
Median Household Income		\$45,800	\$51,879
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	11,662	64.7%	103
Bought Women`s Clothing/12 Mo	8,698	48.2%	92
Bought Shoes/12 Mo	13,695	75.9%	101
Bought Fine Jewelry/12 Mo	4,282	23.7%	109
Bought Watch/12 Mo	2,172	12.0%	91
Automobiles (Households)			
HH Owns or Leases Any Vehicle	7,644	88.3%	97
HH Bought or Leased New Vehicle/12 Mo	662	7.6%	83
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	15,715	87.1%	97
Bought or Changed Motor Oil/12 Mo	8,846	49.0%	92
Had Vehicle Tune-Up/12 Mo	4,113	22.8%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	7,229	40.1%	107
Drank Beer or Ale/6 Mo	6,956	38.6%	101
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,435	8.0%	81
Own Digital SLR Camera or Camcorder	1,682	9.3%	90
Printed Digital Photos/12 Mo	4,466	24.8%	95
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	6,895	38.2%	106
Have a Smartphone	17,094	94.8%	101
Have Android Phone (Any Brand) Smartphone	6,106	33.9%	88
Have Apple iPhone Smartphone	11,241	62.3%	109
HH Owns 1 Cell Phone	3,318	38.3%	128
HH Owns 2 Cell Phones	3,115	36.0%	91
HH Owns 3+ Cell Phones	1,997	23.1%	81
HH Has Cell Phone Only (No Landline Telephone)	6,892	79.6%	110
Computers (Households)			
HH Owns Computer	7,561	87.3%	104
HH Owns Desktop Computer	3,204	37.0%	95
HH Owns Laptop or Notebook	6,428	74.2%	107
HH Owns Apple/Mac Brand Computer	2,395	27.7%	112
HH Owns PC/Non-Apple Brand Computer	6,112	70.6%	101
HH Purchased Most Recent Home Computer at Store	3,152	36.4%	98
HH Purchased Most Recent Home Computer Online	2,842	32.8%	120
HH Spent \$1-499 on Most Recent Home Computer	1,168	13.5%	98
HH Spent \$500-999 on Most Recent Home Computer	1,767	20.4%	108
HH Spent \$1K-1499 on Most Recent Home Computer	1,043	12.0%	106
HH Spent \$1500-1999 on Most Recent Home Computer	386	4.5%	110
HH Spent \$2K+ on Most Recent Home Computer	588	6.8%	111

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March 14, 2025

Retail Market Potential

Chico, California
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	12,054	66.8%	103
Bought Brewed Coffee at C-Store/30 Days	2,209	12.2%	98
Bought Cigarettes at C-Store/30 Days	1,113	6.2%	102
Bought Gas at C-Store/30 Days	7,327	40.6%	101
Spent \$1-19 at C-Store/30 Days	1,422	7.9%	116
Spent \$20-39 at C-Store/30 Days	1,785	9.9%	119
Spent \$40-50 at C-Store/30 Days	1,492	8.3%	124
Spent \$51-99 at C-Store/30 Days	960	5.3%	94
Spent \$100+ at C-Store/30 Days	4,076	22.6%	96
Entertainment (Adults)			
Attended Movie/6 Mo	8,727	48.4%	110
Went to Live Theater/12 Mo	1,914	10.6%	122
Went to Bar or Night Club/12 Mo	4,016	22.3%	126
Dined Out/12 Mo	9,711	53.8%	96
Gambled at Casino/12 Mo	2,014	11.2%	94
Visited Theme Park/12 Mo	3,026	16.8%	107
Viewed Movie (Video-on-Demand)/30 Days	1,039	5.8%	61
Viewed TV Show (Video-on-Demand)/30 Days	730	4.0%	61
Used Internet to Download Movie/30 Days	1,404	7.8%	125
Downloaded Individual Song/6 Mo	4,091	22.7%	116
Used Internet to Watch Movie/30 Days	8,842	49.0%	144
Used Internet to Watch TV Program/30 Days	5,587	31.0%	138
Played (Console) Video or Electronic Game/12 Mo	3,619	20.1%	159
Played (Portable) Video or Electronic Game/12 Mo	1,600	8.9%	129
Financial (Adults)			
Have 1st Home Mortgage	4,975	27.6%	76
Used ATM or Cash Machine/12 Mo	10,582	58.7%	96
Own Any Stock	2,515	13.9%	94
Own U.S. Savings Bonds	1,187	6.6%	89
Own Shares in Mutual Fund (Stocks)	1,975	11.0%	82
Own Shares in Mutual Fund (Bonds)	1,192	6.6%	80
Have Interest Checking Account	6,474	35.9%	92
Have Non-Interest Checking Account	6,400	35.5%	96
Have Savings Account	13,109	72.7%	100
Have 401(k) Retirement Savings Plan	3,854	21.4%	87
Own or Used Any Credit/Debit Card/12 Mo	16,481	91.4%	99
Avg \$1-110 Monthly Credit Card Expenditures	1,909	10.6%	103
Avg \$111-225 Monthly Credit Card Expenditures	1,242	6.9%	100
Avg \$226-450 Monthly Credit Card Expenditures	1,723	9.6%	109
Avg \$451-700 Monthly Credit Card Expenditures	1,762	9.8%	105
Avg \$701-1000 Monthly Credit Card Expenditures	1,463	8.1%	104
Avg \$1001-2000 Monthly Credit Card Expenditures	1,601	8.9%	74
Avg \$2001+ Monthly Credit Card Expenditures	1,736	9.6%	77
Did Banking Online/12 Mo	10,126	56.1%	98
Did Banking by Mobile Device/12 Mo	8,956	49.7%	103

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March 14, 2025

Retail Market Potential

Chico, California
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	7,998	92.3%	98
HH Used Chicken (Fresh or Frozen)/6 Mo	6,399	73.9%	96
HH Used Turkey (Fresh or Frozen)/6 Mo	1,653	19.1%	92
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	4,726	54.6%	93
HH Used Fresh Fruit or Vegetables/6 Mo	7,367	85.1%	96
HH Used Fresh Milk/6 Mo	6,636	76.6%	93
HH Used Organic Food/6 Mo	2,184	25.2%	99
Health (Adults)			
Exercise at Home 2+ Times/Wk	8,444	46.8%	97
Exercise at Club 2+ Times/Wk	2,483	13.8%	118
Visited Doctor/12 Mo	13,972	77.5%	97
Used Vitamins or Dietary Supplements/6 Mo	10,501	58.2%	88
Home (Households)			
HH Did Home Improvement/12 Mo	2,672	30.9%	85
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	2,357	27.2%	78
HH Purchased Low Ticket HH Furnishing/12 Mo	2,078	24.0%	107
HH Purchased Big Ticket HH Furnishing/12 Mo	2,448	28.3%	110
HH Bought Small Kitchen Appliance/12 Mo	2,512	29.0%	116
HH Bought Large Kitchen Appliance/12 Mo	1,194	13.8%	86
Insurance (Adults/Households)			
Currently Carry Life Insurance	7,872	43.6%	85
Personally Carry Any Med/Hosp/Accident Insur	15,027	83.3%	98
Homeowner Carries Home/Personal Property Insurance	8,343	46.3%	76
Renter Carries Home/Pers Property Insurance	3,641	20.2%	158
HH Has 1 Vehicle Covered w/Auto Insurance	2,936	33.9%	106
HH Has 2 Vehicles Covered w/Auto Insurance	2,588	29.9%	95
HH Has 3+ Vehicles Covered w/Auto Insurance	1,966	22.7%	87
Pets (Households)			
HH Owns Any Pet	3,704	42.8%	85
HH Owns Cat	1,923	22.2%	95
HH Owns Dog	2,371	27.4%	71
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	3,584	19.9%	116
Buying American Is Important: 4-Agr Cmpl	4,304	23.9%	82
Buy Based on Quality Not Price: 4-Agr Cmpl	2,757	15.3%	105
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,091	11.6%	93
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,736	9.6%	94
Will Pay More for Env Safe Prods: 4-Agr Cmpl	2,677	14.8%	132
Buy Based on Price Not Brands: 4-Agr Cmpl	5,511	30.6%	115
Reading (Adults)			
Bought Digital Book/12 Mo	3,571	19.8%	108
Bought Hardcover Book/12 Mo	4,914	27.2%	101
Bought Paperback Book/12 Mo	7,182	39.8%	116
Read Daily Newspaper (Paper Version)	1,305	7.2%	67
Read Digital Newspaper/30 Days	12,351	68.5%	117
Read Magazine (Paper/Electronic Vers)/6 Mo	16,165	89.6%	103

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March 14, 2025

Retail Market Potential

Chico, California
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	12,421	68.9%	97
Went to Family Restrnt/SteakHse 4+ Times/30 Days	4,109	22.8%	98
Went to Fast Food/Drive-In Restaurant/6 Mo	16,534	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	7,493	41.5%	105
Ordered Eat-In Fast Food/6 Mo	5,238	29.0%	101
Ordered Home Delivery Fast Food/6 Mo	2,783	15.4%	119
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	10,037	55.7%	106
Ordered Take-Out/Walk-In Fast Food/6 Mo	4,276	23.7%	104
Television & Electronics (Adults/Households)			
Own Tablet	9,084	50.4%	88
Own E-Reader	2,572	14.3%	90
Own E-Reader/Tablet: Apple iPad	5,848	32.4%	89
HH Owns Internet Connectable TV	3,306	38.2%	93
Own Portable MP3 Player	1,538	8.5%	95
HH Owns 1 TV	2,308	26.6%	144
HH Owns 2 TVs	2,484	28.7%	103
HH Owns 3 TVs	1,579	18.2%	82
HH Owns 4+ TVs	1,308	15.1%	68
HH Subscribes to Cable TV	1,971	22.8%	74
HH Subscribes to Fiber Optic TV	234	2.7%	53
HH Owns Portable GPS Device	1,244	14.4%	78
HH Purchased Video Game System/12 Mo	580	6.7%	86
HH Owns Internet Video Device for TV	4,411	50.9%	96
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	10,771	59.7%	102
Took 3+ Domestic Non-Business Trips/12 Mo	3,324	18.4%	113
Spent \$1-999 on Domestic Vacations/12 Mo	2,772	15.4%	126
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,417	7.9%	115
Spent \$1500-1999 on Domestic Vacations/12 Mo	670	3.7%	84
Spent \$2K-2999 on Domestic Vacations/12 Mo	831	4.6%	88
Spent \$3K+ on Domestic Vacations/12 Mo	1,252	6.9%	72
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,214	6.7%	108
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	5,059	28.1%	93
Took 3+ Foreign Trips by Plane/3 Yrs	711	3.9%	72
Spent \$1-999 on Foreign Vacations/12 Mo	1,043	5.8%	104
Spent \$1K-2999 on Foreign Vacations/12 Mo	428	2.4%	71
Spent \$3K+ on Foreign Vacations/12 Mo	881	4.9%	82
Used General Travel Site: Foreign Trip/3 Yrs	1,097	6.1%	108
Spent Night at Hotel or Motel/12 Mo	9,540	52.9%	104
Took Cruise of More Than One Day/3 Yrs	1,216	6.7%	79
Member of Frequent Flyer Program	4,402	24.4%	88
Member of Hotel Rewards Program	4,401	24.4%	84

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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.

March 14, 2025

Retail Market Potential

Chico, California
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.73200
 Longitude: -121.84198

Demographic Summary		2024	2029
Population		111,428	109,793
Population 18+		91,095	90,639
Households		46,271	46,216
Median Household Income		\$71,704	\$83,840

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	58,090	63.8%	101
Bought Women`s Clothing/12 Mo	46,440	51.0%	98
Bought Shoes/12 Mo	68,326	75.0%	100
Bought Fine Jewelry/12 Mo	20,069	22.0%	101
Bought Watch/12 Mo	11,875	13.0%	98
Automobiles (Households)			
HH Owns or Leases Any Vehicle	42,131	91.1%	100
HH Bought or Leased New Vehicle/12 Mo	4,114	8.9%	96
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	82,078	90.1%	100
Bought or Changed Motor Oil/12 Mo	47,370	52.0%	97
Had Vehicle Tune-Up/12 Mo	22,338	24.5%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	32,825	36.0%	96
Drank Beer or Ale/6 Mo	35,624	39.1%	102
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	9,251	10.2%	104
Own Digital SLR Camera or Camcorder	9,824	10.8%	104
Printed Digital Photos/12 Mo	24,015	26.4%	101
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	32,655	35.8%	99
Have a Smartphone	86,136	94.6%	101
Have Android Phone (Any Brand) Smartphone	33,532	36.8%	96
Have Apple iPhone Smartphone	54,052	59.3%	103
HH Owns 1 Cell Phone	15,876	34.3%	114
HH Owns 2 Cell Phones	18,059	39.0%	99
HH Owns 3+ Cell Phones	11,418	24.7%	86
HH Has Cell Phone Only (No Landline Telephone)	34,682	75.0%	104
Computers (Households)			
HH Owns Computer	39,894	86.2%	103
HH Owns Desktop Computer	18,063	39.0%	101
HH Owns Laptop or Notebook	33,105	71.5%	103
HH Owns Apple/Mac Brand Computer	12,162	26.3%	106
HH Owns PC/Non-Apple Brand Computer	32,851	71.0%	101
HH Purchased Most Recent Home Computer at Store	17,653	38.2%	102
HH Purchased Most Recent Home Computer Online	13,414	29.0%	106
HH Spent \$1-499 on Most Recent Home Computer	6,470	14.0%	101
HH Spent \$500-999 on Most Recent Home Computer	9,113	19.7%	104
HH Spent \$1K-1499 on Most Recent Home Computer	5,566	12.0%	106
HH Spent \$1500-1999 on Most Recent Home Computer	1,994	4.3%	107
HH Spent \$2K+ on Most Recent Home Computer	3,062	6.6%	109

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March 14, 2025

Retail Market Potential

Chico, California
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.73200
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	59,218	65.0%	100
Bought Brewed Coffee at C-Store/30 Days	11,078	12.2%	97
Bought Cigarettes at C-Store/30 Days	5,034	5.5%	91
Bought Gas at C-Store/30 Days	36,326	39.9%	99
Spent \$1-19 at C-Store/30 Days	6,688	7.3%	108
Spent \$20-39 at C-Store/30 Days	7,833	8.6%	103
Spent \$40-50 at C-Store/30 Days	6,404	7.0%	106
Spent \$51-99 at C-Store/30 Days	5,467	6.0%	106
Spent \$100+ at C-Store/30 Days	20,264	22.2%	94
Entertainment (Adults)			
Attended Movie/6 Mo	41,560	45.6%	104
Went to Live Theater/12 Mo	8,757	9.6%	110
Went to Bar or Night Club/12 Mo	17,830	19.6%	110
Dined Out/12 Mo	51,249	56.3%	101
Gambled at Casino/12 Mo	10,651	11.7%	98
Visited Theme Park/12 Mo	14,127	15.5%	99
Viewed Movie (Video-on-Demand)/30 Days	8,183	9.0%	96
Viewed TV Show (Video-on-Demand)/30 Days	5,718	6.3%	95
Used Internet to Download Movie/30 Days	6,209	6.8%	109
Downloaded Individual Song/6 Mo	18,507	20.3%	104
Used Internet to Watch Movie/30 Days	35,521	39.0%	114
Used Internet to Watch TV Program/30 Days	23,530	25.8%	115
Played (Console) Video or Electronic Game/12 Mo	13,454	14.8%	117
Played (Portable) Video or Electronic Game/12 Mo	6,850	7.5%	109
Financial (Adults)			
Have 1st Home Mortgage	31,409	34.5%	94
Used ATM or Cash Machine/12 Mo	55,629	61.1%	99
Own Any Stock	14,231	15.6%	105
Own U.S. Savings Bonds	6,923	7.6%	103
Own Shares in Mutual Fund (Stocks)	12,207	13.4%	100
Own Shares in Mutual Fund (Bonds)	7,589	8.3%	100
Have Interest Checking Account	35,762	39.3%	101
Have Non-Interest Checking Account	33,544	36.8%	100
Have Savings Account	67,280	73.9%	102
Have 401(k) Retirement Savings Plan	21,631	23.7%	97
Own or Used Any Credit/Debit Card/12 Mo	84,582	92.9%	100
Avg \$1-110 Monthly Credit Card Expenditures	8,868	9.7%	95
Avg \$111-225 Monthly Credit Card Expenditures	6,281	6.9%	100
Avg \$226-450 Monthly Credit Card Expenditures	8,163	9.0%	102
Avg \$451-700 Monthly Credit Card Expenditures	8,949	9.8%	106
Avg \$701-1000 Monthly Credit Card Expenditures	7,374	8.1%	104
Avg \$1001-2000 Monthly Credit Card Expenditures	11,061	12.1%	101
Avg \$2001+ Monthly Credit Card Expenditures	11,209	12.3%	98
Did Banking Online/12 Mo	53,359	58.6%	102
Did Banking by Mobile Device/12 Mo	45,041	49.4%	103

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March 14, 2025

Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	43,215	93.4%	99
HH Used Chicken (Fresh or Frozen)/6 Mo	35,028	75.7%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	9,229	19.9%	96
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	26,675	57.6%	98
HH Used Fresh Fruit or Vegetables/6 Mo	40,716	88.0%	99
HH Used Fresh Milk/6 Mo	36,953	79.9%	97
HH Used Organic Food/6 Mo	12,279	26.5%	104
Health (Adults)			
Exercise at Home 2+ Times/Wk	45,147	49.6%	102
Exercise at Club 2+ Times/Wk	11,979	13.2%	112
Visited Doctor/12 Mo	73,007	80.1%	101
Used Vitamins or Dietary Supplements/6 Mo	59,543	65.4%	99
Home (Households)			
HH Did Home Improvement/12 Mo	15,961	34.5%	95
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	15,959	34.5%	99
HH Purchased Low Ticket HH Furnishing/12 Mo	10,935	23.6%	105
HH Purchased Big Ticket HH Furnishing/12 Mo	12,443	26.9%	104
HH Bought Small Kitchen Appliance/12 Mo	12,089	26.1%	105
HH Bought Large Kitchen Appliance/12 Mo	7,175	15.5%	97
Insurance (Adults/Households)			
Currently Carry Life Insurance	44,902	49.3%	96
Personally Carry Any Med/Hosp/Accident Insur	78,111	85.7%	101
Homeowner Carries Home/Personal Property Insurance	52,081	57.2%	94
Renter Carries Home/Pers Property Insurance	14,533	16.0%	124
HH Has 1 Vehicle Covered w/Auto Insurance	15,612	33.7%	105
HH Has 2 Vehicles Covered w/Auto Insurance	14,720	31.8%	101
HH Has 3+ Vehicles Covered w/Auto Insurance	11,139	24.1%	93
Pets (Households)			
HH Owns Any Pet	21,897	47.3%	94
HH Owns Cat	10,453	22.6%	96
HH Owns Dog	15,490	33.5%	87
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	16,794	18.4%	108
Buying American Is Important: 4-Agr Cmpl	24,607	27.0%	93
Buy Based on Quality Not Price: 4-Agr Cmpl	13,347	14.7%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	10,980	12.1%	97
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	9,251	10.2%	100
Will Pay More for Env Safe Prods: 4-Agr Cmpl	11,632	12.8%	113
Buy Based on Price Not Brands: 4-Agr Cmpl	25,327	27.8%	104
Reading (Adults)			
Bought Digital Book/12 Mo	17,922	19.7%	108
Bought Hardcover Book/12 Mo	25,392	27.9%	104
Bought Paperback Book/12 Mo	33,830	37.1%	108
Read Daily Newspaper (Paper Version)	9,195	10.1%	93
Read Digital Newspaper/30 Days	56,866	62.4%	106
Read Magazine (Paper/Electronic Vers)/6 Mo	80,834	88.7%	102

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March 14, 2025

Retail Market Potential

Chico, California
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.73200
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	64,553	70.9%	99
Went to Family Restrnt/SteakHse 4+ Times/30 Days	21,158	23.2%	100
Went to Fast Food/Drive-In Restaurant/6 Mo	82,988	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	35,255	38.7%	98
Ordered Eat-In Fast Food/6 Mo	26,226	28.8%	100
Ordered Home Delivery Fast Food/6 Mo	12,106	13.3%	103
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	48,204	52.9%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	20,641	22.7%	100
Television & Electronics (Adults/Households)			
Own Tablet	50,816	55.8%	97
Own E-Reader	15,145	16.6%	105
Own E-Reader/Tablet: Apple iPad	32,922	36.1%	99
HH Owns Internet Connectable TV	18,635	40.3%	98
Own Portable MP3 Player	8,143	8.9%	100
HH Owns 1 TV	9,795	21.2%	115
HH Owns 2 TVs	13,302	28.7%	103
HH Owns 3 TVs	9,711	21.0%	94
HH Owns 4+ TVs	8,997	19.4%	88
HH Subscribes to Cable TV	14,217	30.7%	100
HH Subscribes to Fiber Optic TV	2,161	4.7%	91
HH Owns Portable GPS Device	8,143	17.6%	95
HH Purchased Video Game System/12 Mo	3,128	6.8%	87
HH Owns Internet Video Device for TV	24,206	52.3%	99
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	54,549	59.9%	102
Took 3+ Domestic Non-Business Trips/12 Mo	15,761	17.3%	106
Spent \$1-999 on Domestic Vacations/12 Mo	12,075	13.3%	108
Spent \$1K-1499 on Domestic Vacations/12 Mo	6,665	7.3%	107
Spent \$1500-1999 on Domestic Vacations/12 Mo	3,990	4.4%	99
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,756	5.2%	100
Spent \$3K+ on Domestic Vacations/12 Mo	8,360	9.2%	95
Used Intrnt Travel Site for Domestic Trip/12 Mo	6,073	6.7%	106
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	28,038	30.8%	102
Took 3+ Foreign Trips by Plane/3 Yrs	4,590	5.0%	93
Spent \$1-999 on Foreign Vacations/12 Mo	5,238	5.8%	103
Spent \$1K-2999 on Foreign Vacations/12 Mo	2,796	3.1%	92
Spent \$3K+ on Foreign Vacations/12 Mo	5,456	6.0%	101
Used General Travel Site: Foreign Trip/3 Yrs	5,615	6.2%	110
Spent Night at Hotel or Motel/12 Mo	47,897	52.6%	104
Took Cruise of More Than One Day/3 Yrs	7,680	8.4%	99
Member of Frequent Flyer Program	26,580	29.2%	105
Member of Hotel Rewards Program	26,751	29.4%	101

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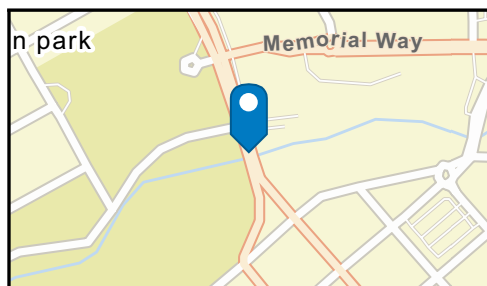
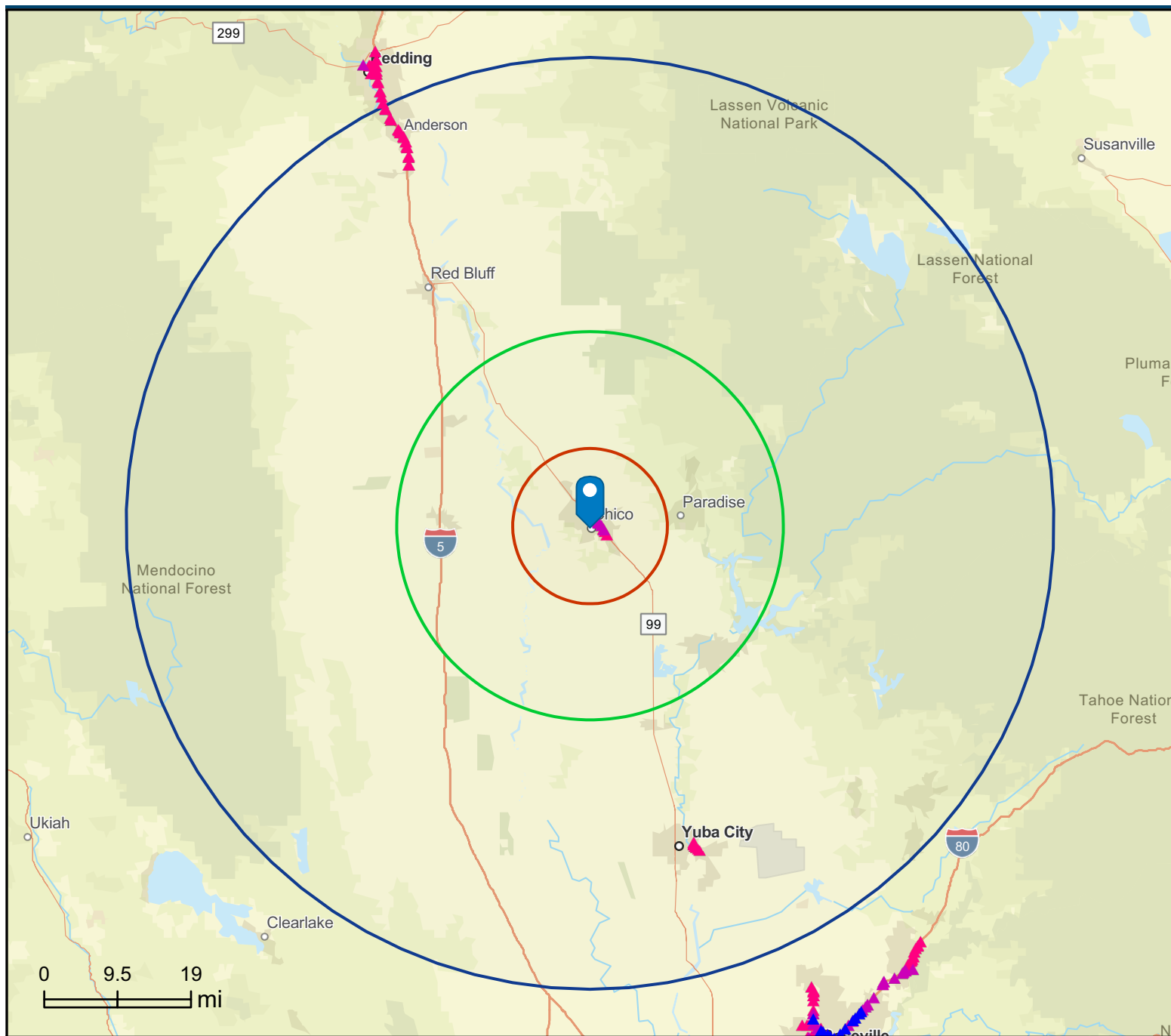
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March 14, 2025

Traffic Count Map

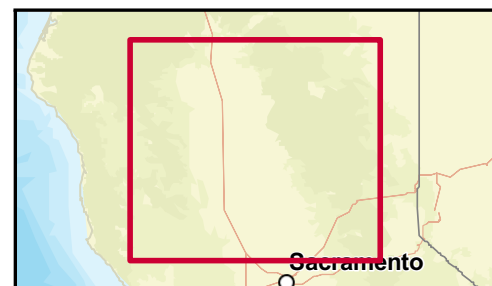
Chico, California 2
Chico, California
Rings: 10, 25, 60 mile radii

Prepared by Esri
Latitude: 39.73200
Longitude: -121.84198



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2024 Kalibrate Technologies (Q4 2024).

March 14, 2025