

Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 1 mile radius Prepared by Esri Latitude: 32.83869 Longitude: -116.98373

Population 18+   9,331     Households   3,901     Median Household Income   Expected Number of Kults     Product/ Consumer Behavior   Median Household Income   Expected Number of Kults     Went to family restaurant/steak house in last 6 months   6,397   68.6%     Went to family restaurant/steak house 4+ times/month last 30 days   1,941   20.8%     Spent at family restaurant/steak house last 30 days; \$1-30   798   8.6%     Spent at family restaurant/steak house last 30 days; \$1-30   798   8.6%     Spent at family restaurant/steak house last 30 days; \$1-100   1,308   1,0%     Spent at family restaurant/steak house last 30 days; \$1-100   954   10.2%     Spent at family restaurant/steak house last 30 days; \$1-100   275   2.9%     Spent at fine dining last 30 days; \$1-101   275   2.9%     Spent at fine dining last 30 days; \$1-101   275   2.9%     Spent at fine dining last 30 days; \$1-101   275   2.9%     Spent at fine dining last 30 days; \$1-101   275   2.9%     Spent at fine dining last 30 days; \$1-104   275   2.9%     Spent at fine dining last 30 days; \$1-104   275   2.9%     Spent at fine dining last 30 days; \$1-104   275   2.9%     Spent at fine dining last 30 days; \$1-104   275   2.9%     Went to family restaurant last 6 months: for breakfast   1,067   11.4%     Went to family restaurant last 6 months: for lunch   1,594   2.14%     Went to family restaurant last 6 months: for snack   130   1.4%     Went to family restaurant last 6 months: on weekday   2,666   28.8%     Went to family restaurant last 6 months: on weekday   2,666   28.8%     Went to family restaurant last 6 months: on weekday   2,666   28.8%     Went to family restaurant last 6 months: buffalo Wild Wings   794   8.5%     Went to family restaurant last 6 months: Carloter last last for last last for months: Wild Wings   794   8.5%     Went to family restaurant last 6 months: Carloter last last last for last l	2027	2022		Demographic Summary
Median Household Income	11,857	.1,840		Population
Product/Consumer Behavior         Expected Number of Adults         Percent           Went to family restaurant/steak house in last 6 months         6,397         68.6%           Went to family restaurant/steak house last 30 days: \$1-30         624         6,7%           Spent at family restaurant/steak house last 30 days: \$1-50         798         8.6%           Spent at family restaurant/steak house last 30 days: \$51-100         1,308         14.0%           Spent at family restaurant/steak house last 30 days: \$51-100         1,308         14.0%           Spent at family restaurant/steak house last 30 days: \$201+         352         3,8%           Spent at fine dining last 30 days: \$101-         275         2,9%           Spent at fine dining last 30 days: \$101+         352         3,8%           Spent at fine dining last 30 days: \$101+         352         3,8%           Spent at fine dining last 30 days: \$101+         352         3,8%           Spent at fine dining last 30 days: \$101+         352         3,8%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: Caplebee's	9,395	9,331		Population 18+
Product/Consumer Behavior	3,908	3,901		Households
Went to family restaurant/steak house in last 6 months         6,397         68.6%           Went to family restaurant/steak house last 30 days; \$1-30         624         6.7%           Spent at family restaurant/steak house last 30 days; \$1-50         624         6.7%           Spent at family restaurant/steak house last 30 days; \$1-50         798         8.6%           Spent at family restaurant/steak house last 30 days; \$1-100         1,308         14.0%           Spent at family restaurant/steak house last 30 days; \$1-100         954         10.2%           Spent at family restaurant/steak house last 30 days; \$101-200         954         10.2%           Spent at fine dining last 30 days; \$1-100         352         3.8%           Spent at fine dining last 30 days; \$1-100         275         2.9%           Spent at fine dining last 30 days; \$1-100         352         3.8%           Went to family restaurant last 6 months; for breakfast         1,067         11.4%           Went to family restaurant last 6 months; for linner         4,046         43.4%           Went to family restaurant last 6 months; for snack         130         1.4%           Went to family restaurant last 6 months; on weekend         3,514         37.7%           Went to family restaurant last 6 months; cornaba's         270         2.9%           Went to family restau	\$103,465	38,687	\$	Median Household Income
Went to family restaurant/steak house in last 6 months         6,397         68.6%           Went to family restaurant/steak house 4+ times/month last 30 days         1,941         20.8%           Spent at family restaurant/steak house 30 days: \$1-30         624         6.7%           Spent at family restaurant/steak house last 30 days: \$31-50         798         8.6%           Spent at family restaurant/steak house last 30 days: \$1-100         1,308         14.0%           Spent at family restaurant/steak house last 30 days: \$101-200         954         10.2%           Spent at family restaurant/steak house last 30 days: \$201+         352         2.9%           Spent at fine dining last 30 days: \$1-100         275         2.9%           Spent at fine dining last 30 days: \$1-10         275         2.9%           Spent at fine dining last 30 days: \$1-10         352         3.8%           Spent at fine dining last 30 days: \$1-10         275         2.9%           Spent at family restaurant last 6 months: for breakfast         1,067         11.4%           Went to family restaurant last 6 months: for linener         4,046         43.4%           Went to family restaurant last 6 months: for snack         130         1.4%           Went to family restaurant last 6 months: for snack         130         1.4%           Went to family restaurant last			Expected Number of	
Went to family restaurant/steak house 14+ times/morth last 30 days         1,941         20.8%           Spent at family restaurant/steak house 1st 30 days: \$1-50         798         8.6%           Spent at family restaurant/steak house 1st 30 days: \$11-50         1,308         14.0%           Spent at family restaurant/steak house last 30 days: \$11-100         954         10.2%           Spent at family restaurant/steak house last 30 days: \$11-100         954         10.2%           Spent at fine dining last 30 days: \$1-100         275         2.9%           Spent at fine dining last 30 days: \$1-100         275         2.9%           Spent at fine dining last 30 days: \$1-100         275         2.9%           Spent at fine dining last 30 days: \$1-100         275         2.9%           Spent at fine dining last 30 days: \$1-100         107         11.4%           Went to family restaurant last 6 months: for breakfast         1,067         11.4%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: for snack         130         1.4%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: Applebee's         1,227         13.1%           Went to family restaurant last 6 months:	MPI	Percent	Adults	Product/Consumer Behavior
Spent at family restaurant/steak house 30 days: \$31-50         798         8.6%           Spent at family restaurant/steak house 30 days: \$31-50         798         8.6%           Spent at family restaurant/steak house last 30 days: \$51-100         1,308         14.0%           Spent at family restaurant/steak house last 30 days: \$101-200         954         10.2%           Spent at fine dining last 30 days: \$1-100         275         2.9%           Spent at fine dining last 30 days: \$1-10         275         2.9%           Spent at fine dining last 30 days: \$101+         352         3.8%           Went to family restaurant last 6 months: for breakfast         1,067         11.4%           Went to family restaurant last 6 months: for dinner         4,046         43.4%           Went to family restaurant last 6 months: for snack         130         1.4%           Went to family restaurant last 6 months: for snack         130         1.4%           Went to family restaurant last 6 months: on weekday         2,686         2.8%           Went to family restaurant last 6 months: so weekday         2,686         2.8%           Went to family restaurant last 6 months: Bob Evans         270         2,9%           Went to family restaurant last 6 months: Carcial Sole Sole Sole Sole Sole Sole Sole Sol	102	68.6%	6,397	Went to family restaurant/steak house in last 6 months
Spent at family restaurant/steak house 30 days: \$31-50         798         8.6%           Spent at family restaurant/steak house last 30 days: \$101-200         954         10.2%           Spent at family restaurant/steak house last 30 days: \$101-200         954         10.2%           Spent at family restaurant/steak house last 30 days: \$101-200         275         2.9%           Spent at fine dining last 30 days: \$101-100         275         2.9%           Spent at fine dining last 30 days: \$101-10         352         3.8%           Went to family restaurant last 6 months: for breakfast         1,067         11.4%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: for sinack         130         1.4%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: Sole Evans         2,70         2.9%           Went to family restaurant last 6 months: Bole Evans         270         2.9%           Went to family restaurant last 6 months: Carlifornia Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: Carlifornia Pizza Kitchen         164         1.8%	100	20.8%	1,941	Went to family restaurant/steak house 4+ times/month last 30 days
Spent at family restaurant/steak house last 30 days: \$51-100         1,308         14,0%           Spent at family restaurant/steak house last 30 days: \$101-200         954         10,2%           Spent at family restaurant/steak house last 30 days: \$201+         352         3,8%           Spent at fine dining last 30 days: \$1101+         352         3,8%           Spent at fine dining last 30 days: \$101+         352         3,8%           Went to family restaurant last 6 months: for breakfast         1,067         11,4%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: for snack         130         1,4%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: on weekend         3,514         37.7%           Went to family restaurant last 6 months: Bob Evans         2,70         2,9%           Went to family restaurant last 6 months: Bob Evans         2,70         2,9%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1,8%           Went to family restaurant last 6 months: Carrabba's         181         1,9%           Went to family rest	98	6.7%	624	Spent at family restaurant/steak house last 30 days: \$1-30
Spent at family restaurant/steak house last 30 days: \$101-200         954         10.2%           Spent at family restaurant/steak house last 30 days: \$201+         352         3.8%           Spent at fine dining last 30 days: \$1-100         275         2.9%           Spent at fine dining last 30 days: \$101+         352         3.8%           Went to family restaurant last 6 months: for breakfast         1,067         11.4%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: for shack         130         1.4%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: on weekdend         3,514         37.7%           Went to family restaurant last 6 months: on weekdend         3,514         37.7%           Went to family restaurant last 6 months: Sob Evans         270         2.9%           Went to family restaurant last 6 months: Bob Evans         270         2.9%           Went to family restaurant last 6 months: Callifornia Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: Carrabba's         181         1.9%           Went to family restaurant last 6 months: Callifornia Pizza Kitchen         164         1.8%           Went to family	101	8.6%	798	Spent at family restaurant/steak house 30 days: \$31-50
Spent at family restaurant/steak house last 30 days: \$201+         352         3.8%           Spent at fine dining last 30 days: \$1-100         275         2.9%           Spent at fine dining last 30 days: \$101+         352         3.8%           Went to family restaurant last 6 months: for breakfast         1,067         11.4%           Went to family restaurant last 6 months: for dinner         4,046         43.4%           Went to family restaurant last 6 months: for dinner         4,046         43.4%           Went to family restaurant last 6 months: for snack         130         1.4%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: on weekedy         3,514         37.7%           Went to family restaurant last 6 months: Bob Evans         270         2.9%           Went to family restaurant last 6 months: Buffalo Wild Wings         794         8.5%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: Chill's Grill & Bar         885         9.5%           Went to family restaurant last 6 months: Chill's Grill & Bar         875         9.4%           W	99	14.0%	1,308	Spent at family restaurant/steak house last 30 days: \$51-100
Spent at fine dining last 30 days: \$1-100         275         2.9%           Spent at fine dining last 30 days: \$101+         352         3.8%           Went to family restaurant last 6 months: for breakfast         1,067         11.4%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: for dinner         4,046         43.4%           Went to family restaurant last 6 months: for snack         130         1.4%           Went to family restaurant last 6 months: on weeked         3,514         37.7%           Went to family restaurant last 6 months: Applebee's         1,227         13.1%           Went to family restaurant last 6 months: Buffalo Wild Wings         794         8.5%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: Carleba's         181         1.9%           Went to family restaurant last 6 months: Carceba's         181         1.9%           Went to family restaurant last 6 months: Carceba's         181         1.9%           Went to family restaurant last 6 months: Condecade Factory         577         6.2%           Went to family restaurant last 6 months: Condecade Factory         875         9.4%           Went to family restaurant last	119	10.2%	954	Spent at family restaurant/steak house last 30 days: \$101-200
Spent at fine dining last 30 days: \$101+         352         3.8%           Went to family restaurant last 6 months: for breakfast         1,067         11.4%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: for dinner         4,046         43.4%           Went to family restaurant last 6 months: for snack         130         1.4%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: on weekend         3,514         37.7%           Went to family restaurant last 6 months: Bob Evans         270         2.9%           Went to family restaurant last 6 months: Bob Evans         270         2.9%           Went to family restaurant last 6 months: Buffalo Wild Wings         794         8.5%           Went to family restaurant last 6 months: Carrabba's         181         1.9%           Went to family restaurant last 6 months: The Cheesecake Factory         577         6.2%           Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Golden Corral         342         3.7%           Went to family restauran	96	3.8%	352	Spent at family restaurant/steak house last 30 days: \$201+
Went to family restaurant last 6 months: for breakfast         1,067         11.4%           Went to family restaurant last 6 months: for lunch         1,594         17.1%           Went to family restaurant last 6 months: for snack         130         1.4%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: on weekend         3,514         3.7.7%           Went to family restaurant last 6 months: Applebee's         1,227         13.1%           Went to family restaurant last 6 months: Buffalo Wild Wings         794         8.5%           Went to family restaurant last 6 months: Buffalo Wild Wings         794         8.5%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: Chili's Grill & Bar         85         9.5%           Went to family restaurant last 6 months: Chili's Grill & Bar         85         9.5%           Went to family restaurant last 6 months: Chili's Grill & Bar         85         9.5%           Went to family restaurant last 6 months: Golden Corral         342         <	98	2.9%		Spent at fine dining last 30 days: \$1-100
Went to family restaurant last 6 months: for dinner         4,046         43.4%           Went to family restaurant last 6 months: for dinner         4,046         43.4%           Went to family restaurant last 6 months: on weekday         2,686         28.8%           Went to family restaurant last 6 months: on weekend         3,514         37.7%           Went to family restaurant last 6 months: On weekend         3,514         37.7%           Went to family restaurant last 6 months: Bob Evans         270         2.9%           Went to family restaurant last 6 months: Bob Evans         270         2.9%           Went to family restaurant last 6 months: Bob Evans         270         2.9%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: Carrabba's         181         1.9%           Went to family restaurant last 6 months: Chili's Grill & Bar         885         9.5%           Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Golden Corral         342         3.7%           Went to family restaurant last 6 months: Logan's Roadhouse         175         1.9%           Went to family restaurant last 6 months: Logan's Roadhouse         175         1.9%           We	101	3.8%		Spent at fine dining last 30 days: \$101+
Went to family restaurant last 6 months: for dinner Went to family restaurant last 6 months: for snack Went to family restaurant last 6 months: on weekday Went to family restaurant last 6 months: on weekend Went to family restaurant last 6 months: on weekend Went to family restaurant last 6 months: Applebee's Went to family restaurant last 6 months: Buffalo Wild Wings Went to family restaurant last 6 months: Buffalo Wild Wings Went to family restaurant last 6 months: Buffalo Wild Wings Went to family restaurant last 6 months: California Pizza Kitchen Went to family restaurant last 6 months: Carlabba's Went to family restaurant last 6 months: Carlabba's Went to family restaurant last 6 months: The Chesecake Factory Went to family restaurant last 6 months: The Chesecake Factory Went to family restaurant last 6 months: Cracker Barrel Went to family restaurant last 6 months: Cracker Barrel Went to family restaurant last 6 months: Denny's Went to family restaurant last 6 months: Denny's Went to family restaurant last 6 months: Golden Corral Went to family restaurant last 6 months: IHOP Went to family restaurant last 6 months: IHOP Went to family restaurant last 6 months: Logan's Roadhouse Went to family restaurant last 6 months: Logah's Roadhouse Went to family restaurant last 6 months: Olive Garden 1,400 15.0% Went to family restaurant last 6 months: Olive Garden 1,400 15.0% Went to family restaurant last 6 months: Red Lobster Went to family restaurant last 6 months: Red Robin 657 7.0% Went to family restaurant last 6 months: Rea Robin 657 7.0% Went to family restaurant last 6 months: Rask Robin 657 7.0% Went to family restaurant last 6 months: Rask Robin 657 7.0% Went to family restaurant last 6 months: Rask Robin 657 840 Went to family restaurant last 6 months: Rask Robin 657 840 Went to family restaurant last 6 months: Rask Robin 840 Went to family restaurant last 6 months: Rask Robin 840 Went to family restaurant last 6 months: Rask Friedy's 841 85.9% Went to family restaurant last 6 months: Sask Friedy 8 866 8	113			Went to family restaurant last 6 months: for breakfast
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Went to family restaurant last 6 months: on weekend         3,514         37.7%           Went to family restaurant last 6 months: Applebee's         1,227         13.1%           Went to family restaurant last 6 months: Bob Evans         270         2.9%           Went to family restaurant last 6 months: Buffalo Wild Wings         794         8.5%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: California Pizza Kitchen         577         6.2%           Went to family restaurant last 6 months: Chili's Grill & Bar         885         9.5%           Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Bonny's         643         6.9%           Went to family restaurant last 6 months: Logan's Roadhouse         175         1.9%           Went to family restaurant last 6 months: Logah's Roadhouse         175         1.9%           Went to family restaurant last 6 months: Red Lobster         644	103	43.4%	4,046	Went to family restaurant last 6 months: for dinner
Went to family restaurant last 6 months: on weekend         3,514         37.7%           Went to family restaurant last 6 months: Applebee's         1,227         13.1%           Went to family restaurant last 6 months: Buffalo Wild Wings         270         2.9%           Went to family restaurant last 6 months: Buffalo Wild Wings         794         8.5%           Went to family restaurant last 6 months: California Pitza Kitchen         164         1.8%           Went to family restaurant last 6 months: Carrabba's         181         1.9%           Went to family restaurant last 6 months: Carrabba's         181         1.9%           Went to family restaurant last 6 months: Carlad Bar         885         9.5%           Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Golden Corral         342         3.7%           Went to family restaurant last 6 months: Logan's Roadhouse         175         1.9%           Went to family restaurant last 6 months: Logahorn Steakhouse         484         5.2%           Went to family restaurant last 6 months: Outback Steakhouse         664         7.1%           Went to family restaurant last 6 months: Red Lobster         644         6.9%           Went to family restaurant last 6 months: Red Robin         657         7.0%	90	1.4%	130	Went to family restaurant last 6 months: for snack
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Went to family restaurant last 6 months: Bob Evans2702.9%Went to family restaurant last 6 months: Buffalo Wild Wings7948.5%Went to family restaurant last 6 months: California Pizza Kitchen1641.8%Went to family restaurant last 6 months: Carrabba's1811.9%Went to family restaurant last 6 months: The Cheesecake Factory5776.2%Went to family restaurant last 6 months: Cracker Barrel8859.5%Went to family restaurant last 6 months: Cracker Barrel8759.4%Went to family restaurant last 6 months: Denny's6436.9%Went to family restaurant last 6 months: Donny's6436.9%Went to family restaurant last 6 months: HOP7247.8%Went to family restaurant last 6 months: Logan's Roadhouse1751.9%Went to family restaurant last 6 months: LongHorn Steakhouse4845.2%Went to family restaurant last 6 months: Olive Garden1,40015.0%Went to family restaurant last 6 months: Red Robin6647.1%Went to family restaurant last 6 months: Red Robin6577.0%Went to family restaurant last 6 months: Texas Roadhouse98810.6%Went to family restaurant last 6 months: Texas Roadhouse98810.6%Went to family restaurant last 6 months: fast food/drive-in8,40290.0% </td <td>104</td> <td>37.7%</td> <td>3,514</td> <td>Went to family restaurant last 6 months: on weekend</td>	104	37.7%	3,514	Went to family restaurant last 6 months: on weekend
Went to family restaurant last 6 months: Buffalo Wild Wings         794         8.5%           Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: Carrabba's         181         1.9%           Went to family restaurant last 6 months: The Cheesecake Factory         577         6.2%           Went to family restaurant last 6 months: Chili's Grill & Bar         885         9.5%           Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Denny's         643         6.9%           Went to family restaurant last 6 months: Golden Corral         342         3.7%           Went to family restaurant last 6 months: Llogan's Roadhouse         175         1.9%           Went to family restaurant last 6 months: Logan's Roadhouse         175         1.9%           Went to family restaurant last 6 months: Olive Garden         1,400         15.0%           Went to family restaurant last 6 months: Red Lobster         664         7.1%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to family restaurant last 6 months: Ruby Tuesday         233         2.5%           Went to family restaurant last 6 months: Texas Roadhouse         988         10.6%	90	13.1%	1,227	Went to family restaurant last 6 months: Applebee`s
Went to family restaurant last 6 months: California Pizza Kitchen         164         1.8%           Went to family restaurant last 6 months: Carrabba's         181         1.9%           Went to family restaurant last 6 months: The Cheesecake Factory         577         6.2%           Went to family restaurant last 6 months: Chili's Grill & Bar         885         9.5%           Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Denny's         643         6.9%           Went to family restaurant last 6 months: Golden Corral         342         3.7%           Went to family restaurant last 6 months: HOP         724         7.8%           Went to family restaurant last 6 months: Logan's Roadhouse         175         1.9%           Went to family restaurant last 6 months: Olive Garden         1,400         15.0%           Went to family restaurant last 6 months: Olive Garden         1,400         15.0%           Went to family restaurant last 6 months: Red Lobster         664         7.1%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to fa	116	2.9%	270	Went to family restaurant last 6 months: Bob Evans
Went to family restaurant last 6 months: The Cheesecake Factory         577         6.2%           Went to family restaurant last 6 months: The Cheesecake Factory         577         6.2%           Went to family restaurant last 6 months: Chili's Grill & Bar         885         9.5%           Went to family restaurant last 6 months: Cracer Barrel         875         9.4%           Went to family restaurant last 6 months: Denny's         643         6.9%           Went to family restaurant last 6 months: Golden Corral         342         3.7%           Went to family restaurant last 6 months: HOP         724         7.8%           Went to family restaurant last 6 months: Logan's Roadhouse         175         1.9%           Went to family restaurant last 6 months: Logan's Roadhouse         484         5.2%           Went to family restaurant last 6 months: Olive Garden         1,400         15.0%           Went to family restaurant last 6 months: Red Lobster         664         7.1%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to family restaurant last 6 months: Rask Roadhouse         988         10.6%           Went to family restaurant last 6 months: Trail Friday's         316         3.4%           We	98	8.5%	794	Went to family restaurant last 6 months: Buffalo Wild Wings
Went to family restaurant last 6 months: The Cheesecake Factory         577         6.2%           Went to family restaurant last 6 months: Chili`s Grill & Bar         885         9.5%           Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Denny`s         643         6.9%           Went to family restaurant last 6 months: Golden Corral         342         3.7%           Went to family restaurant last 6 months: HOP         724         7.8%           Went to family restaurant last 6 months: Logan`s Roadhouse         175         1.9%           Went to family restaurant last 6 months: LongHorn Steakhouse         484         5.2%           Went to family restaurant last 6 months: Olive Garden         1,400         15.0%           Went to family restaurant last 6 months: Olive Garden         1,400         15.0%           Went to family restaurant last 6 months: Red Lobster         664         7.1%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to family restaurant last 6 months: Texas Roadhouse         988         10.6%           Went to family restaurant last 6 months: Texas Roadhouse         988         10.6%           Wen	99	1.8%	164	Went to family restaurant last 6 months: California Pizza Kitchen
Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Cracker Barrel         875         9.4%           Went to family restaurant last 6 months: Denny's         643         6.9%           Went to family restaurant last 6 months: Golden Corral         342         3.7%           Went to family restaurant last 6 months: IHOP         724         7.8%           Went to family restaurant last 6 months: Logan's Roadhouse         175         1.9%           Went to family restaurant last 6 months: Long-Horn Steakhouse         484         5.2%           Went to family restaurant last 6 months: Olive Garden         1,400         15.0%           Went to family restaurant last 6 months: Outback Steakhouse         664         7.1%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to family restaurant last 6 months: Red Robin         657         7.0%           Went to family restaurant last 6 months: Texas Roadhouse         988         10.6%           Went to family restaurant last 6 months: Texas Roadhouse         988         10.6%           Went to family restaurant last 6 months: Texas Roadhouse         988         10.6%           Went to family restaurant last 6 months: Texas Roadhouse         988         10.6%           Went	97	1.9%	181	Went to family restaurant last 6 months: Carrabba's
Went to family restaurant last 6 months: Denny's       875       9.4%         Went to family restaurant last 6 months: Denny's       643       6.9%         Went to family restaurant last 6 months: Golden Corral       342       3.7%         Went to family restaurant last 6 months: IHOP       724       7.8%         Went to family restaurant last 6 months: Logan's Roadhouse       175       1.9%         Went to family restaurant last 6 months: LongHorn Steakhouse       484       5.2%         Went to family restaurant last 6 months: Olive Garden       1,400       15.0%         Went to family restaurant last 6 months: Outback Steakhouse       664       7.1%         Went to family restaurant last 6 months: Red Lobster       644       6.9%         Went to family restaurant last 6 months: Red Robin       657       7.0%         Went to family restaurant last 6 months: Ruby Tuesday       233       2.5%         Went to family restaurant last 6 months: Texas Roadhouse       988       10.6%         Went to family restaurant last 6 months: Waffle House       436       4.7%         Went to family restaurant last 6 months: Waffle House       436       4.7%         Went to fast food/drive-in restaurant 9+ times/month       3,349       35.9%         Spent at fast food restaurant last 30 days: \$1-1\$       379       4.1%	101	6.2%	577	Went to family restaurant last 6 months: The Cheesecake Factory
Went to family restaurant last 6 months: Denny`s       643       6.9%         Went to family restaurant last 6 months: Golden Corral       342       3.7%         Went to family restaurant last 6 months: IHOP       724       7.8%         Went to family restaurant last 6 months: Logan`s Roadhouse       175       1.9%         Went to family restaurant last 6 months: LongHorn Steakhouse       484       5.2%         Went to family restaurant last 6 months: Olive Garden       1,400       15.0%         Went to family restaurant last 6 months: Outback Steakhouse       664       7.1%         Went to family restaurant last 6 months: Red Robin       657       7.0%         Went to family restaurant last 6 months: Ruby Tuesday       233       2.5%         Went to family restaurant last 6 months: Ruby Tuesday       233       2.5%         Went to family restaurant last 6 months: Texas Roadhouse       988       10.6%         Went to family restaurant last 6 months: Texas Roadhouse       988       10.6%         Went to family restaurant last 6 months: Total Friday`s       316       3.4%         Went to family restaurant last 6 months: Break food/drive-in       8,402       90.0%         Went to family restaurant last 6 months: fast food/drive-in       8,402       90.0%         Went to family restaurant last 6 months: fast food/drive-in	100	9.5%	885	Went to family restaurant last 6 months: Chili`s Grill & Bar
Went to family restaurant last 6 months: Golden Corral       342       3.7%         Went to family restaurant last 6 months: IHOP       724       7.8%         Went to family restaurant last 6 months: Logan's Roadhouse       175       1.9%         Went to family restaurant last 6 months: LongHorn Steakhouse       484       5.2%         Went to family restaurant last 6 months: Olive Garden       1,400       15.0%         Went to family restaurant last 6 months: Outback Steakhouse       664       7.1%         Went to family restaurant last 6 months: Red Lobster       644       6.9%         Went to family restaurant last 6 months: Ruby Tuesday       233       2.5%         Went to family restaurant last 6 months: Texas Roadhouse       988       10.6%         Went to family restaurant last 6 months: Tracas Roadhouse       988       10.6%         Went to family restaurant last 6 months: Waffle House       436       4.7%         Went to family restaurant last 6 months: fast food/drive-in       8,402       90.0%         Went to fast food/drive-in restaurant 9+ times/month       3,349       35.9%         Spent at fast food restaurant last 30 days: <\$1-10	94	9.4%	875	Went to family restaurant last 6 months: Cracker Barrel
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Spent at fast food restaurant last 30 days: \$201+ 364 3.9%  Ordered eat-in fast food in the last 6 months 2,120 22.7%	88 100			·

**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 2022 and 2027.

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Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 1 mile radius Prepared by Esri Latitude: 32.83869 Longitude: -116.98373

Ring: 1 mile radius		Longi	tude: -116.983/3
	Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	2,120	22.7%	100
Went to fast food restaurant in the last 6 months: home delivery	1,136	12.2%	105
Went to fast food restaurant in the last 6 months: take-out/drive-thru	5,168	55.4%	99
Went to fast food restaurant in the last 6 months: take-out/walk-in	2,041	21.9%	103
Went to fast food restaurant in the last 6 months: breakfast	3,200	34.3%	101
Went to fast food restaurant in the last 6 months: lunch	4,782	51.2%	99
Went to fast food restaurant in the last 6 months: dinner	4,773	51.2%	101
Went to fast food restaurant in the last 6 months: snack	1,139	12.2%	98
Went to fast food restaurant in the last 6 months: weekday	5,710	61.2%	99
Went to fast food restaurant in the last 6 months: weekend	4,671	50.1%	100
Went to fast food restaurant in the last 6 months: A & W	185	2.0%	101
Went to fast food restaurant in the last 6 months: Arby`s	1,507	16.2%	94
Went to fast food restaurant in the last 6 months: Baskin-Robbins	292	3.1%	96
Went to fast food restaurant in the last 6 months: Boston Market	209	2.2%	109
Went to fast food restaurant in the last 6 months: Burger King	2,622	28.1%	99
Went to fast food restaurant in the last 6 months: Captain D's	225	2.4%	81
Went to fast food restaurant in the last 6 months: Carl's Jr.	547	5.9%	112
Went to fast food restaurant in the last 6 months: Checkers	190	2.0%	77
Went to fast food restaurant in the last 6 months: Chick-fil-A	2,867	30.7%	102
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,339	14.4%	100
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	106	1.1%	79
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	290	3.1%	97
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	286	3.1%	117
Went to fast food restaurant in the last 6 months: Dairy Queen	1,347	14.4%	98
Went to fast food restaurant in the last 6 months: Del Taco	381	4.1%	122
Went to fast food restaurant in the last 6 months: Der faco	1,349	14.5%	97
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	1,349	14.9%	105
	936	10.0%	107
Went to fast food restaurant in the last 6 months: Five Guys	416	4.5%	84
Went to fast food restaurant in the last 6 months: Hardee's	790		
Went to fast food restaurant in the last 6 months: Jack in the Box		8.5%	110
Went to fast food restaurant in the last 6 months: Jersey Mike's	567 547	6.1%	111
Went to fast food restaurant in the last 6 months: Jimmy John`s		5.9%	107
Went to fast food restaurant in the last 6 months: KFC	1,569	16.8%	92
Went to fast food restaurant in the last 6 months: Krispy Kreme	560	6.0%	93
Went to fast food restaurant in the last 6 months: Little Caesars	1,068	11.4%	96
Went to fast food restaurant in the last 6 months: Long John Silver`s	205	2.2%	86
Went to fast food restaurant in the last 6 months: McDonald`s	4,662	50.0%	96
Went to fast food restaurant in the last 6 months: Panda Express	1,194	12.8%	112
Went to fast food restaurant in the last 6 months: Panera Bread	1,164	12.5%	100
Went to fast food restaurant in the last 6 months: Papa John's	772	8.3%	104
Went to fast food restaurant in the last 6 months: Papa Murphy`s	426	4.6%	119
Went to fast food restaurant in the last 6 months: Pizza Hut	1,060	11.4%	89
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,080	11.6%	93
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,076	11.5%	97
Went to fast food restaurant in the last 6 months: Starbucks	1,974	21.2%	110
Went to fast food restaurant in the last 6 months: Steak `n Shake	335	3.6%	93
Went to fast food restaurant in the last 6 months: Subway	1,891	20.3%	96
Went to fast food restaurant in the last 6 months: Taco Bell	2,629	28.2%	100
Went to fast food restaurant in the last 6 months: Wendy's	2,456	26.3%	101
Went to fast food restaurant in the last 6 months: Whataburger	465	5.0%	91
Went to fast food restaurant in the last 6 months: White Castle	220	2.4%	91
Went to fast food restaurant in the last 6 months: Wing-Stop	284	3.0%	98
Went to fine dining restaurant last month	780	8.4%	104
Went to fine dining restaurant 2+ times last month	381	4.1%	107

**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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Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 3 mile radius

Prepared by Esri Latitude: 32.83869 Longitude: -116.98373

Population Population 18+ Households	1	110,622	110,155
•			110,133
Households		86,844	86,639
		39,218	39,037
Median Household Income	\$	89,899	\$103,130
	Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	58,864	67.8%	101
Went to family restaurant/steak house 4+ times/month last 30 days	17,755	20.4%	99
Spent at family restaurant/steak house last 30 days: \$1-30	5,541	6.4%	93
Spent at family restaurant/steak house 30 days: \$31-50	7,819	9.0%	106
Spent at family restaurant/steak house last 30 days: \$51-100	12,520	14.4%	102
Spent at family restaurant/steak house last 30 days: \$101-200	7,802	9.0%	105
Spent at family restaurant/steak house last 30 days: \$201+	3,278	3.8%	96
Spent at fine dining last 30 days: \$1-100	2,992	3.4%	114
Spent at fine dining last 30 days: \$101+	3,301	3.8%	102
Went to family restaurant last 6 months: for breakfast	9,099	10.5%	104
Went to family restaurant last 6 months: for lunch	13,782	15.9%	99
Went to family restaurant last 6 months: for dinner	36,522	42.1%	99
Went to family restaurant last 6 months: for snack	1,411	1.6%	105
Went to family restaurant last 6 months: on weekday	24,452	28.2%	100
Went to family restaurant last 6 months: on weekend	31,497	36.3%	100
Went to family restaurant last 6 months: Applebee's	12,834	14.8%	101
Went to family restaurant last 6 months: Bob Evans	1,832	2.1%	84
Went to family restaurant last 6 months: Buffalo Wild Wings	7,104	8.2%	94
Went to family restaurant last 6 months: California Pizza Kitchen	1,702	2.0%	110
Went to family restaurant last 6 months: Carrabba's	1,681	1.9%	97
Went to family restaurant last 6 months: The Cheesecake Factory	6,128	7.1%	115
Went to family restaurant last 6 months: Chili`s Grill & Bar	8,834	10.2%	107
Went to family restaurant last 6 months: Cracker Barrel	6,993	8.1%	80
Went to family restaurant last 6 months: Denny's	5,795	6.7%	102
Went to family restaurant last 6 months: Golden Corral	3,099	3.6%	86
Went to family restaurant last 6 months: IHOP	6,859	7.9%	107
Went to family restaurant last 6 months: Logan`s Roadhouse	1,107	1.3%	56
Went to family restaurant last 6 months: LongHorn Steakhouse	4,154	4.8%	90
Went to family restaurant last 6 months: Olive Garden	12,505	14.4%	101
Went to family restaurant last 6 months: Outback Steakhouse	6,636	7.6%	106
Went to family restaurant last 6 months: Red Lobster	5,827	6.7%	93
Went to family restaurant last 6 months: Red Robin	5,779	6.7%	110
Went to family restaurant last 6 months: Ruby Tuesday	2,121	2.4%	87
Went to family restaurant last 6 months: Texas Roadhouse	8,713	10.0%	96
Went to family restaurant last 6 months: T.G.I. Friday's	3,206	3.7%	124
Went to family restaurant last 6 months: Waffle House		3.8%	79
Went to family restaurant last 6 months: fast food/drive-in	3,294	90.7%	100
Went to fast food/drive-in restaurant 9+ times/month	78,726 32,722	37.7%	100
Spent at fast food restaurant last 30 days: <\$1-10 Spent at fast food restaurant last 30 days: \$11-\$20	3,428	3.9%	97
	7,249	8.3%	98
Spent at fast food restaurant last 30 days: \$21-\$40	14,546	16.7%	102
Spent at fast food restaurant last 30 days: \$41-\$50	7,755	8.9%	101
Spent at fast food restaurant last 30 days: \$51-\$100	16,505	19.0%	98
Spent at fast food restaurant last 30 days: \$101-\$200  Spent at fast food restaurant last 30 days: \$201+	9,581	11.0%	98
	3,946	4.5%	102

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Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 3 mile radius Prepared by Esri Latitude: 32.83869 Longitude: -116.98373

November 09, 2022

Ring: 3 mile radius		Longitudi	2: -116.983/3
	Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	19,111	22.0%	97
Went to fast food restaurant in the last 6 months: home delivery	10,835	12.5%	107
Went to fast food restaurant in the last 6 months: take-out/drive-thru	47,335	54.5%	97
Went to fast food restaurant in the last 6 months: take-out/walk-in	19,216	22.1%	104
Went to fast food restaurant in the last 6 months: breakfast	29,151	33.6%	99
Went to fast food restaurant in the last 6 months: lunch	44,136	50.8%	98
Went to fast food restaurant in the last 6 months: dinner	44,154	50.8%	100
Went to fast food restaurant in the last 6 months: snack	11,159	12.8%	104
Went to fast food restaurant in the last 6 months: weekday	53,523	61.6%	100
Went to fast food restaurant in the last 6 months: weekend	43,480	50.1%	100
Went to fast food restaurant in the last 6 months: A & W	1,528	1.8%	90
Went to fast food restaurant in the last 6 months: Arby`s	12,827	14.8%	86
Went to fast food restaurant in the last 6 months: Baskin-Robbins	3,406	3.9%	120
Went to fast food restaurant in the last 6 months: Boston Market	2,262	2.6%	126
Went to fast food restaurant in the last 6 months: Burger King	24,894	28.7%	101
Went to fast food restaurant in the last 6 months: Captain D`s	·	2.2%	75
·	1,948	6.1%	118
Went to fast food restaurant in the last 6 months: Carl's Jr.	5,336		
Went to fast food restaurant in the last 6 months: Checkers	2,784	3.2%	121
Went to fast food restaurant in the last 6 months: Chick-fil-A	26,623	30.7%	102
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	14,101	16.2%	113
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,032	1.2%	83
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	2,640	3.0%	95
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	2,207	2.5%	97
Went to fast food restaurant in the last 6 months: Dairy Queen	10,817	12.5%	85
Went to fast food restaurant in the last 6 months: Del Taco	4,103	4.7%	141
Went to fast food restaurant in the last 6 months: Domino`s Pizza	13,031	15.0%	101
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	14,224	16.4%	115
Went to fast food restaurant in the last 6 months: Five Guys	8,995	10.4%	110
Went to fast food restaurant in the last 6 months: Hardee`s	2,811	3.2%	61
Went to fast food restaurant in the last 6 months: Jack in the Box	7,559	8.7%	114
Went to fast food restaurant in the last 6 months: Jersey Mike's	5,282	6.1%	111
Went to fast food restaurant in the last 6 months: Jimmy John`s	4,364	5.0%	91
Went to fast food restaurant in the last 6 months: KFC	15,530	17.9%	98
Went to fast food restaurant in the last 6 months: Krispy Kreme	5,249	6.0%	93
Went to fast food restaurant in the last 6 months: Little Caesars	9,397	10.8%	91
Went to fast food restaurant in the last 6 months: Long John Silver's	1,577	1.8%	71
Went to fast food restaurant in the last 6 months: McDonald`s	44,520	51.3%	99
Went to fast food restaurant in the last 6 months: Panda Express	10,805	12.4%	109
Went to fast food restaurant in the last 6 months: Panera Bread	11,548	13.3%	107
Went to fast food restaurant in the last 6 months: Papa John's	6,660	7.7%	96
Went to fast food restaurant in the last 6 months: Papa Murphy`s	3,349	3.9%	100
Went to fast food restaurant in the last 6 months: Pizza Hut	9,522	11.0%	86
Went to fast food restaurant in the last 6 months: Popeyes Chicken	11,361	13.1%	106
Went to fast food restaurant in the last 6 months: Sonic Drive-In	8,808	10.1%	85
Went to fast food restaurant in the last 6 months: Starbucks	18,069	20.8%	108
Went to fast food restaurant in the last 6 months: Steak `n Shake	2,451	2.8%	73
Went to fast food restaurant in the last 6 months: Subway	16,610	19.1%	91
Went to fast food restaurant in the last 6 months: Taco Bell	24,117	27.8%	99
Went to fast food restaurant in the last 6 months: Wendy's	23,113	26.6%	103
Went to fast food restaurant in the last 6 months: Whataburger	4,101	4.7%	86
Went to fast food restaurant in the last 6 months: White Castle	2,445	2.8%	109
Went to fast food restaurant in the last 6 months: Wing-Stop	2,901	3.3%	107
Went to fine dining restaurant last month	7,617	8.8%	109
Went to fine dining restaurant 2+ times last month	3,693	4.3%	112
one to fine diffing restaurant 21 times last month	3,033	1.5 /0	114

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Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 5 mile radius

Prepared by Esri Latitude: 32.83869 Longitude: -116.98373

Demographic Summary	_	2022	202
Population		281,248	279,53
Population 18+	2	220,614	219,95
Households		99,643	98,93
Median Household Income		82,123	\$97,16
Product/Consumer Behavior	Expected Number of Adults	Percent	МІ
Went to family restaurant/steak house in last 6 months	147,655	66.9%	10
Went to family restaurant/steak house 4+ times/month last 30 days	44,348	20.1%	1
Spent at family restaurant/steak house last 30 days: \$1-30	13,887	6.3%	
Spent at family restaurant/steak house 30 days: \$31-50	19,500	8.8%	1
Spent at family restaurant/steak house last 30 days: \$51-100	31,013	14.1%	•
Spent at family restaurant/steak house last 30 days: \$101-200	19,247	8.7%	1
Spent at family restaurant/steak house last 30 days: \$201+	8,674	3.9%	1
Spent at fine dining last 30 days: \$1-100	7,214	3.3%	1
Spent at fine dining last 30 days: \$101+	8,096	3.7%	_
Went to family restaurant last 6 months: for breakfast	22,704	10.3%	1
Went to family restaurant last 6 months: for lunch	35,121	15.9%	1
Went to family restaurant last 6 months: for dinner	89,437	40.5%	
Went to family restaurant last 6 months: for snack	3,719	1.7%	1
Went to family restaurant last 6 months: on weekday	60,158	27.3%	
Went to family restaurant last 6 months: on weekend	78,092	35.4%	
Went to family restaurant last 6 months: Applebee`s	32,724	14.8%	1
Went to family restaurant last 6 months: Bob Evans	4,666	2.1%	-
Went to family restaurant last 6 months: Buffalo Wild Wings	17,588	8.0%	
Went to family restaurant last 6 months: California Pizza Kitchen	4,254	1.9%	1
Went to family restaurant last 6 months: Carrabba's	4,323	2.0%	_
Went to family restaurant last 6 months: The Cheesecake Factory	15,308	6.9%	1
Went to family restaurant last 6 months: Chili`s Grill & Bar	21,692	9.8%	1
Went to family restaurant last 6 months: Cracker Barrel	17,139	7.8%	_
Went to family restaurant last 6 months: Cracker barrer Went to family restaurant last 6 months: Denny's	16,073	7.3%	1
Went to family restaurant last 6 months: Golden Corral	7,803	3.5%	1
·		7.9%	
Went to family restaurant last 6 months: IHOP	17,383		1
Went to family restaurant last 6 months: Logan's Roadhouse	3,100	1.4%	
Went to family restaurant last 6 months: LongHorn Steakhouse	10,495	4.8%	
Went to family restaurant last 6 months: Olive Garden	31,125	14.1%	1
Went to family restaurant last 6 months: Outback Steakhouse	15,874	7.2%	1
Went to family restaurant last 6 months: Red Lobster	14,940	6.8%	4
Went to family restaurant last 6 months: Red Robin	14,066	6.4%	1
Went to family restaurant last 6 months: Ruby Tuesday	5,540	2.5%	
Went to family restaurant last 6 months: Texas Roadhouse	20,423	9.3%	
Went to family restaurant last 6 months: T.G.I. Friday`s	7,729	3.5%	1
Went to family restaurant last 6 months: Waffle House	8,078	3.7%	1
Went to family restaurant last 6 months: fast food/drive-in	199,294	90.3%	1
Went to fast food/drive-in restaurant 9+ times/month	82,370	37.3%	
Spent at fast food restaurant last 30 days: <\$1-10	8,406	3.8%	
Spent at fast food restaurant last 30 days: \$11-\$20	18,442	8.4%	
Spent at fast food restaurant last 30 days: \$21-\$40	36,345	16.5%	1
Spent at fast food restaurant last 30 days: \$41-\$50	19,730	8.9%	1
Spent at fast food restaurant last 30 days: \$51-\$100	41,313	18.7%	
Spent at fast food restaurant last 30 days: \$101-\$200	24,426	11.1%	
Spent at fast food restaurant last 30 days: \$201+	10,107	4.6%	1

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Intersect of Mission Gorge and Cuyamaca Cuyamaca St, Santee, California, 92071 Ring: 5 mile radius Prepared by Esri Latitude: 32.83869 Longitude: -116.98373

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	Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	47,725	21.6%	95
Went to fast food restaurant in the last 6 months: home delivery	27,822	12.6%	109
Went to fast food restaurant in the last 6 months: take-out/drive-thru	118,201	53.6%	96
Went to fast food restaurant in the last 6 months: take-out/walk-in	48,434	22.0%	103
Went to fast food restaurant in the last 6 months: breakfast	73,475	33.3%	98
Went to fast food restaurant in the last 6 months: lunch	110,887	50.3%	97
Went to fast food restaurant in the last 6 months: dinner	108,584	49.2%	97
Went to fast food restaurant in the last 6 months: snack	27,859	12.6%	102
Went to fast food restaurant in the last 6 months: weekday	133,388	60.5%	98
Went to fast food restaurant in the last 6 months: weekend	109,779	49.8%	99
Went to fast food restaurant in the last 6 months: A & W	3,748	1.7%	87
Went to fast food restaurant in the last 6 months: Arby`s	31,081	14.1%	82
Went to fast food restaurant in the last 6 months: Baskin-Robbins	8,759	4.0%	122
Went to fast food restaurant in the last 6 months: Boston Market	5,633	2.6%	124
Went to fast food restaurant in the last 6 months: Burger King	62,628	28.4%	100
Went to fast food restaurant in the last 6 months: Captain D`s	4,998	2.3%	76
Went to fast food restaurant in the last 6 months: Carl's Jr.	14,398	6.5%	125
Went to fast food restaurant in the last 6 months: Checkers	6,974	3.2%	119
Went to fast food restaurant in the last 6 months: Chick-fil-A	64,187	29.1%	97
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	34,876	15.8%	110
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	2,953	1.3%	94
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	7,024	3.2%	100
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	5,635	2.6%	98
Went to fast food restaurant in the last 6 months: Dairy Queen	26,332	11.9%	81
Went to fast food restaurant in the last 6 months: Del Taco	10,000	4.5%	135
Went to fast food restaurant in the last 6 months: Domino`s Pizza	33,068 35,707	15.0% 16.2%	101
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	,	9.8%	114
Went to fast food restaurant in the last 6 months: Five Guys	21,612	3.3%	104
Went to fast food restaurant in the last 6 months: Hardee's	7,324	9.4%	63 122
Went to fast food restaurant in the last 6 months: Jack in the Box	20,655 12,673	5.7%	105
Went to fast food restaurant in the last 6 months: Jersey Mike's Went to fast food restaurant in the last 6 months: Jimmy John`s	10,359	4.7%	85
Went to fast food restaurant in the last 6 months: KFC	39,795	18.0%	99
		6.1%	95
Went to fast food restaurant in the last 6 months: Krispy Kreme	13,494	11.2%	93
Went to fast food restaurant in the last 6 months: Little Caesars	24,760 3,991	1.8%	71
Went to fast food restaurant in the last 6 months: Long John Silver`s  Went to fast food restaurant in the last 6 months: McDonald`s	113,280	51.3%	99
Went to fast food restaurant in the last 6 months: Panda Express	27,026	12.3%	107
Went to fast food restaurant in the last 6 months: Panera Bread	28,200	12.8%	107
Went to fast food restaurant in the last 6 months: Papa John's	16,125	7.3%	92
Went to fast food restaurant in the last 6 months: Papa Murphy`s	7,689	3.5%	91
Went to fast food restaurant in the last 6 months: Pizza Hut  Went to fast food restaurant in the last 6 months: Pizza Hut	24,798	11.2%	88
Went to fast food restaurant in the last 6 months: Pipeyes Chicken	29,025	13.2%	106
Went to fast food restaurant in the last 6 months: Fopeyes chicken  Went to fast food restaurant in the last 6 months: Sonic Drive-In	21,508	9.7%	82
Went to fast food restaurant in the last 6 months: Starbucks	45,291	20.5%	106
Went to last food restaurant in the last 6 months: Steak `n Shake	6,113	2.8%	72
Went to fast food restaurant in the last 6 months: Steak in Shake	41,952	19.0%	90
Went to fast food restaurant in the last 6 months: Taco Bell	60,372	27.4%	97
Went to fast food restaurant in the last 6 months: Wendy's	56,703	25.7%	99
Went to fast food restaurant in the last 6 months: Whataburger	10,259	4.7%	85
Went to fast food restaurant in the last 6 months: White Castle	6,336	2.9%	111
Went to fast food restaurant in the last 6 months: Wing-Stop	7,370	3.3%	107
Went to fine dining restaurant last month	18,535	8.4%	105
Went to fine dining restaurant 2+ times last month	8,928	4.0%	106
The to fine uning restaurant 21 times last month	0,320	r.0 /0	100

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