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ANN SCHWAB, *et al.*

FILED Superior Court of California  
County of Butte  
5/6/2026  
Sharif Elmallah, Clerk  
By  Deputy  
Electronically FILED

10 SUPERIOR COURT OF CALIFORNIA  
11 COUNTY OF BUTTE

12 ANN SCHWAB, *et al.*,  
13 Petitioners and Plaintiffs,

14 vs.

15 KASEY REYNOLDS, *et al.*,  
16 Respondents and Defendants.

Case No. **26CV01533**

*EX PARTE* APPLICATION FOR AN  
ORDER SHORTENING TIME ON  
PLAINTIFFS' MOTION FOR  
PRELIMINARY INJUNCTION;  
MEMORANDUM OF POINTS AND  
AUTHORITIES IN SUPPORT  
THEREOF; AND DECLARATION OF  
PETER G. WASHINGTON IN  
SUPPORT THEREOF

Date: Thursday, May 7, 2026  
Time: 4:00 p.m.  
Dept: TBD  
Trial Date: Not Set

21 Plaintiffs ANN SCHWAB, et al., by and through their counsel of record, hereby apply *Ex*  
22 *Parte* for an Order Shortening Time on Plaintiffs' Motion for Preliminary Injunction. This application  
23 is made pursuant to California Rules of Court 3.1300(b) and Code of Civil Procedure section 1005(b).

24 NOTICE IS HEREBY GIVEN that on Thursday, May 7, 2026 at 4:00 p.m., or as soon  
25 thereafter as the matter may be heard in Department \_\_\_\_ of the above-entitled Court, Plaintiffs will  
26 seek an *Ex Parte* Order allowing their Motion for Preliminary Injunction to be heard on shortened  
27 time on May 13, 2026, or with the Court's permission, on an alternative date no later than May 18,  
28 2026, in the above-entitled Court.

1 This application is made on the grounds that if Plaintiffs were to proceed under the statutory  
2 time frame for a regularly noticed motion, any relief the Court may grant on the motion for preliminary  
3 injunction might be hollow. The public works project that is the subject of this action cannot be  
4 undertaken by the City of Chico without outside funding, and such funding is available through the  
5 State of California's ATP grant. The deadline to apply for the current cycle of funds is June 22, 2026,  
6 and the next cycle (if there is one) will be in two years.

7 This application will be based on this application, the Memorandum of Points and Authorities  
8 in support thereof, the Declaration of Peter G. Washington with attached Exhibits including the  
9 proposed Motion for Preliminary Injunction, and on such oral and documentary evidence as may be  
10 presented at the time the application is heard.

11 Defendants and their counsel have been advised of Plaintiffs' intent to proceed with this *Ex*  
12 *Parte* Application at 4:00 p.m. on Thursday, May 7, 2026, as set forth more fully in the accompanying  
13 declaration. On May 3, 2026, Defendant Reynolds and counsel for the remaining Defendants were  
14 provided with Plaintiffs' Petition and the proposed Motion for Preliminary Injunction. On May 4,  
15 2026, Defendant Reynolds and counsel for the remaining Defendants were provided with Plaintiffs'  
16 *Ex Parte* Application.

17 Dated: May 4, 2026

Respectfully submitted,

18 

19  
20 \_\_\_\_\_  
PETER G. WASHINGTON  
Attorney for Petitioners and Plaintiffs  
ANN SCHWAB et al.

1 MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT OF *EX PARTE*  
2 APPLICATION FOR AN ORDER SHORTENING TIME ON PLAINTIFFS' MOTION  
3 FOR PRELIMINARY INJUNCTION

4 I.

5 INTRODUCTION

6 Plaintiffs ANN SCHWAB, et al., (hereinafter "Plaintiffs") hereby make this *Ex Parte*  
7 Application for an Order Shortening Time for service and hearing of their Motion for Preliminary  
8 Injunction. Shortened time is necessary for notice and hearing of the Motion given the proximity of  
9 the impending deadline for applications for grant funding, and the need to follow the City Council's  
10 parliamentary procedures.

11 II.

12 GOOD CAUSE EXISTS FOR THE COURT TO SHORTEN TIME

13 Code of Civil Procedure § 1005 prescribes the times for written notice for motions, "Unless  
14 otherwise ordered or specifically provided by law, all moving and supporting papers shall be served  
15 and filed at least 16 court days before the hearing.... The court, or a judge thereof, may prescribe a  
16 shorter time." (C.C.P. § 1005(b)).

17 California Rules of Court, Rule 3.1300(b) states, "The court, on its own motion or on  
18 application for an order shortening time supported by a declaration showing good cause, may  
19 prescribe shorter times for the filing and service of papers than the time specified in Code of Civil  
20 Procedure § 1005."

21 As stated in the Declaration of Peter G. Washington in support of the *Ex Parte* Application,  
22 filed concurrently herewith, good cause exists to shorten time for the hearing of Plaintiffs' Motion for  
23 Preliminary Injunction.

24 As described in Mr. Washington's supporting Declaration, Plaintiffs have complied with the  
25 notice requirements of California Rules of Court Rules 3.1203 and 3.1204. (Washington Declaration,  
26 ¶¶ 7-10.)

27 ///

28 ///

///

1 III.

2 CONCLUSION

3 In light of the foregoing facts, authorities, and testimony set forth in the Declaration of  
4 Peter G. Washington, good cause exists to grant this *Ex Parte* Application for Order Shortening  
5 Time for notice and hearing of Plaintiffs' Motion for Preliminary Injunction.

6 Dated: May 4, 2026

Respectfully submitted,

7 

8  
9 \_\_\_\_\_  
10 PETER G. WASHINGTON  
11 Attorney for Petitioners and Plaintiffs  
12 ANN SCHWAB et al.

13 DECLARATION OF PETER G. WASHINGTON IN SUPPORT OF *EX PARTE*  
14 APPLICATION FOR AN ORDER SHORTENING TIME ON PLAINTIFFS' MOTION  
15 FOR PRELIMINARY INJUNCTION

16 I, PETER G. WASHINGTON, declare:

17 1. I am an attorney licensed to practice law in the State of California, and I represent  
18 the Petitioners and Plaintiffs in the above-captioned matter.

19 2. I submit this Declaration in Support of Plaintiffs' *Ex Parte* Application for an Order  
20 Shortening Time on Plaintiffs' Motion for Preliminary Injunction. A copy of the Motion that I  
21 intend to file and serve, with all supporting papers, is attached hereto as Exhibit A.

22 3. Good cause exists to grant Plaintiffs' *Ex Parte* Application. Based on my  
23 understanding of the parliamentary procedures utilized by the Chico City Council, a ruling on the  
24 Motion for Preliminary Injunction must be made before the May 19, 2026 City Council meeting in  
25 order for City staff to meet the grant application deadline. This is because it takes two meeting cycles  
26 to agendize an item and bring it to a vote. The Council meets May 19, June 2, and June 16. For a  
27 vote to take place on June 16 (the last meeting before the June 22 grant deadline), the item must first  
28 be introduced on May 19. While the motion requests a mandatory injunction directing the City to  
recognize the lawful result of the April 21 vote and move forward with the project, Plaintiffs have  
not found precedent for an analogous situation and must prepare for the possibility that the Court

1 will not feel it has the power to grant that affirmative relief. In that event, if the court sets aside the  
2 prior vote and orders the Mayor's recusal, the order must be obtained in time to re-introduce the  
3 project and put it to a vote in time.

4 4. An Order Shortening Time for hearing on Plaintiffs' Motion for Preliminary  
5 Injunction will ensure that the City of Chico has adequate time to prepare a grant application for  
6 submission prior to the ATP Cycle 8 funding deadline on June 22, 2026.

7 5. Exigent circumstances will result unless the matter is heard *ex parte* because a  
8 regularly noticed motion pursuant to CCP § 1005(b) would not be heard until on or around May 29,  
9 2026, at the earliest, but more likely June 3, 2026 as the Court hears law and motion on Wednesdays.  
10 As set forth in paragraph 3 above, this may not allow sufficient time for any relief to be meaningful.

11 6. Defendants' counsel's information is as follows:  
12 City of Chico, Chico City Counsel, and Deborah Presson: Ryan Jones, Esq., of Jones-Mayer, 6349  
13 Auburn Blvd, Citrus Heights, CA 95621; (916) 771-0635; [rrj@jones-mayer.com](mailto:rrj@jones-mayer.com).  
14 Kasey Reynolds: no known counsel. Ms. Reynolds's telephone number is (530) 966-4447; her email  
15 address is [kasey.reynolds@chicoca.gov](mailto:kasey.reynolds@chicoca.gov).

16 7. On May 3, 2026, at 10:48 p.m., pursuant to California Rules of Court §§  
17 3.1200-3.1207, I provided notice to Mr. Jones and Ms. Reynolds, via email, that this *Ex Parte*  
18 Application for an Order Shortening Time for a hearing on Plaintiffs' Motion for Preliminary  
19 Injunction would be filed with the court no later than May 6, 2026.

20 8. On May 4, 2026, I served Mr. Jones and Ms. Reynolds, via email, with these *Ex Parte*  
21 Application papers, which included the Motion for Preliminary Injunction, which is attached hereto  
22 as Exhibit A and hereby incorporated by reference.

23 9. On May 6, 2026, at 8:47 a.m. and 8:45 a.m., respectively, I telephoned Mr.  
24 Jones and Ms. Reynolds to notify them that I would be requesting a hearing on this *Ex Parte*  
25 Application at 4:00 p.m. on Thursday, May 7, 2026 in the Chico courthouse.

26 ///

27 ///

28 ///

1           10.     I received the following responses to said notice:

2 Mr. Jones: No answer. I left a voicemail giving notice as specified herein.

3 My voicemail included the address of the courthouse in Chico.

4 I spoke to Mr. Jones at approx. 11:10 am and he acknowledged receipt of notice.

5 Mayor Reynolds: No answer. I left a voicemail giving notice as specified herein.

6 My voicemail included the address of the courthouse in Chico.

7  
8  
9           I declare under penalty of perjury under the laws of the State of California that the foregoing  
10 is true and correct and that this Declaration was executed on this 6<sup>th</sup> day of May 2026, in Chico,  
11 California.

12  
13 

14 \_\_\_\_\_  
PETER G. WASHINGTON

# EXHIBIT A

1 PETER G. WASHINGTON (SBN 230514)  
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5 Chico, CA 95928  
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6 Email: [kt@kellonlaw.com](mailto:kt@kellonlaw.com)

7 Attorney for Petitioners and Plaintiffs  
ANN SCHWAB, *et al.*

8  
9  
10 SUPERIOR COURT OF CALIFORNIA  
11 COUNTY OF BUTTE

12 ANN SCHWAB, *et al.*,  
13  
14 Petitioners and Plaintiffs,  
15 vs.

16 KASEY REYNOLDS, *et al.*,  
17  
18 Respondents and Defendants.

Case No.

PETITIONERS AND PLAINTIFFS'  
NOTICE OF MOTION AND  
MOTION FOR PRELIMINARY  
INJUNCTION

Date:  
Time:  
Dept:  
Trial Date: Not Set

[Memorandum of Points and Authorities;  
Declaration of Peter G. Washington; and  
Proof of Electronic Service filed  
concurrently herewith]

21 TO DEFENDANTS/RESPONDENTS AND THEIR ATTORNEYS OF RECORD:

22 PLEASE TAKE NOTICE that on May \_\_, 2026, at \_\_:\_\_ a.m., or as soon thereafter as the  
23 matter may be heard in Department \_\_\_ of the Superior Court of the County of Butte, North County  
24 Courthouse, located at 1775 Concord Avenue, Chico, California, 95928, before the Honorable  
25 \_\_\_\_\_, Petitioners and Plaintiffs ANN SCHWAB, et al., will and hereby  
26 do move this Court for a preliminary injunction pursuant to Code of Civil Procedure section 527,  
27 subdivision (a).

1 This motion is made on the grounds that Petitioners and Plaintiffs are highly likely to prevail  
2 on the merits of their claims that Respondent and Defendant KASEY REYNOLDS has violated  
3 Government Code section 87100 by voting on a decision to defeat a motion that would have directed  
4 City staff to move forward with the Downtown Chico Revitalization Project. In addition, the balance  
5 of equities favors the issuance of a preliminary injunction because the imminent harm to the public  
6 benefit in denying such relief strongly outweighs any asserted harm to defendants and respondents in  
7 granting it.

8 For these and other reasons fully set forth in the accompanying Memorandum of Points and  
9 Authorities, Petitioners and Plaintiffs are entitled to the issuance of a preliminary injunction that  
10 directs Mayor Reynolds to recuse herself from all future decisions regarding the Downtown  
11 Revitalization Project, as required by Government Code section 87100; City Clerk Deborah Presson  
12 to take all necessary steps to effectuate the lawful outcome of the City Council's vote on the motion  
13 in question, i.e., passage of the motion; the Chico City Council to take all necessary steps to carry out  
14 the lawful outcome of its vote, including but not limited to directing City staff to move forward with  
15 the Downtown Revitalization Project; and the City of Chico, and its officers and employees, move  
16 forward with the Downtown Revitalization Project as contemplated by the underlying motion.

17 This motion is based on this Notice of Motion and Motion for Preliminary Injunction, as well  
18 as the Memorandum of Points and Authorities and supporting declarations and evidence filed  
19 concurrently herewith, any opposition and reply briefs and oral argument, and the documents and  
20 records on file in this action.

21 Dated: May 3, 2026

Respectfully submitted,

22 

23  
24 \_\_\_\_\_  
25 PETER G. WASHINGTON  
26 Attorney for Petitioners and Plaintiffs  
27 ANN SCHWAB et al.  
28

1 PETER G. WASHINGTON (SBN 230514)  
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7 Attorneys for Petitioners and Plaintiffs  
ANN SCHWAB, *et al.*

8  
9  
10 SUPERIOR COURT OF CALIFORNIA  
11 COUNTY OF BUTTE

12 ANN SCHWAB, *et al.*,  
13 Petitioners and Plaintiffs,  
14 vs.  
15 KASEY REYNOLDS, *et al.*,  
16 Respondents and Defendants.

Case No.  
MEMORANDUM OF POINTS AND  
AUTHORITIES IN SUPPORT OF  
MOTION FOR PRELIMINARY  
INJUNCTION

Date:  
Time:  
Dept:  
Judge:

Trial Date: Not Set  
Action Filed: May 6, 2026

TABLE OF CONTENTS

1		
2		<u>Page</u>
3	INTRODUCTION .....	1
4	FACTUAL BACKGROUND .....	1
5	A.    Background of the Downtown Chico Revitalization Plan .....	1
6	B.    Councilmember Tom van Overbeek Recuses Himself .....	2
7	C.    Mayor Reynolds Declines to Recuse Herself .....	3
8	D.    The Council Deadlocks on the Proposed Project .....	4
9	LEGAL STANDARDS .....	5
10	ARGUMENT .....	5
11	I.    PETITIONERS ARE LIKELY TO PREVAIL ON THE MERITS .....	6
12	A.    Mayor Reynolds Has a Conflicting Financial Interest in the Decision .....	6
13	1.    It is Reasonably Foreseeable That the Decision Will Have a Financial Effect	
14	on Mayor Reynold’s Business Entity and Source of Income .....	7
15	2.    The Effect is Foreseeably Material .....	8
16	3.    The Effect on Mayor Reynolds’s Business is Distinguishable From the Effect	
17	on the Public Generally .....	10
18	B.    Mayor Reynolds Cast the Deciding Vote on the Decision .....	11
19	II.   THE BALANCE OF HARMS FAVORS A PRELIMINARY INJUNCTION .....	11
20	CONCLUSION .....	12

21  
22  
23  
24  
25  
26  
27  
28

TABLE OF AUTHORITIES

Page

CASES

*Butt v. State of California*  
(1992) 4 Cal.4th 668 ..... 5

*Dodge, Warren & Peters Ins. Services, Inc. v. Riley*  
(2003) 105 Cal.App.4th 1414 ..... 5

*Downey Cares v. Downey Community Development Com.*  
(1987) 196 Cal.App.3d 983 ..... 6, 9

*Kunec v. Brea Redevelopment Agency*  
(1997) 55 Cal.App.4th 511 ..... 5

*Hamilton v. Town of Los Gatos*  
(1989) 213 Cal.App.3d 1050 ..... 6

*Hunt v. Superior Court*  
(1999) 21 Cal.4th 984 ..... 5

*Metropolitan Water Dist. v. Fair Political Practices Com.*  
(1977) 73 Cal.App.3d 650 ..... 10

*Tahoe Keys Property Owners' Assn. v. State Water Resources Control Bd.*  
(1994) 23 Cal.App.4th 1459 ..... 11

*Teamsters Agricultural Workers Union v. International Brotherhood of Teamsters*  
(1983) 140 Cal.App.3d 547 ..... 11

*O'Connell v. Superior Court*  
(2006) 141 Cal.App.4th 1452 ..... 5, 11

*Witt v. Morrow*  
(1977) 70 Cal.App.3d 817 ..... 5, 6

STATUTES AND REGULATIONS

California Code of Civil Procedure

§ 525 ..... 1

§ 527 ..... 5

§ 1085 ..... 1

California Code of Regulations

§ 18701 ..... 7

§ 18702 ..... 9

§ 18703 ..... 6, 10

Government Code Section

§ 81001 ..... 5

§ 81003 ..... 5

§ 87100 ..... 1, 6

§ 87103 ..... 6

TABLE OF AUTHORITIES  
(continued)

Government Code Section (continued)  
§ 91003 ..... 1, 5

OTHER AUTHORITIES

*Heather Stroud*  
(May 15, 2025) CA FPPC Adv. A-25-017 ..... 9

*In re Owen*  
FPPC Ops. 77 (No. 76-005) ..... 9

*Mary Jo Levinger*  
(March 19, 1987) CA FPPC Adv. A-87-061 ..... 9

1  
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3  
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1 INTRODUCTION

2 Petitioners and Plaintiffs Ann Schwab, *et al.* filed this action seeking a writ of mandate under  
3 Code of Civil Procedure section 1085, and preliminary and permanent injunctive relief pursuant to  
4 Government Code section 91003 and Code of Civil Procedure section 525 *et seq.* The basis for the  
5 requested writ and injunctive relief is a violation of Chapter 7 of the Political Reform Act of 1974,  
6 which prohibits public officials in California from participating in governmental decisions in which  
7 they have a financial interest.

8 Respondent and Defendant Kasey Reynolds, the Mayor of the City of Chico, participated in  
9 a decision of the Chico City Council in which she knew and had reason to know she had a  
10 disqualifying financial interest, in violation of Government Code section 87100. The result was a  
11 decision by the City Council, declining by a tied vote of 3-3 to move forward with a proposed  
12 Downtown Revitalization Project which had the strong recommendation of the City’s staff and  
13 consultants, and overwhelming support from the community. As will be shown, the record is clear  
14 that but for Mayor Reynolds’s unlawful participation in the decision, the result would have been  
15 different – the motion would have passed by a vote of 3-2.

16 This motion seeks a preliminary injunction to prevent the death of the project. Absent  
17 imminent injunctive relief, Petitioners and Plaintiffs as well as the greater Chico community will be  
18 irreparably harmed because the deadline to apply for necessary grant funding will pass in June.  
19 Proceeding on a typical judicial timeline will not allow for meaningful relief – if Mayor Reynolds is  
20 not ordered to recuse herself in time for the matter to come back before the council in advance of  
21 the deadline to apply for the grant funding, any victory would be entirely hollow.

22 FACTUAL BACKGROUND

23 The Verified Petition and Complaint (“Petition”) in this action sets forth the facts in detail.  
24 What follows is a summary, including some specific citations to the Petition and/or Exhibits  
25 thereto, as well as citations to additional evidence submitted with this motion where necessary.

26 A. Background of the Downtown Chico Revitalization Plan

27 City of Chico staff and the City Council have been working on proposals to redesign the  
28 downtown area for well over two years. Initially called the Downtown Chico Complete Streets

1 Project (“Complete Streets”), the plan has long envisioned “significant enhancement to Downtown’s  
2 bike and pedestrian facilities” including proposals for bike lanes separated from vehicle traffic,  
3 widened sidewalks, and in most iterations of the plan, reduction of motor vehicle lanes on Main  
4 Street and Broadway from three lanes each to two lanes each. (Petition, ¶¶ 13-20; Exhibits 3, 8  
5 thereto.)

6 Any such project will require significant funding. Public Works staff proposed the Complete  
7 Streets plan for Cycle 7 of CalTrans’s Active Transportation Program (ATP), with grant applications  
8 due in June 2024. (Petition, ¶¶ 16-17; Exhibit 3 thereto.) The City Council felt the plans needed  
9 additional work and decided not to pursue the funding at that time, instead hiring consultants and  
10 initiating a comprehensive process of further analysis, design, and community outreach. (Petition, ¶  
11 17.)

12 The project was renamed the Downtown Chico Revitalization Project. The project area was  
13 nearly identical to that of the Complete Streets project as shown in plan maps generated by City  
14 staff. Both project areas encompass an area from First Street to Eleventh Street, and from Wall  
15 Street to Salem Street. The 100 block of East Seventh Street, between Main and Wall Streets, is  
16 squarely within both project areas. (Petition, ¶ 19; Exhibits 3, 8 thereto.)

17 The Downtown Chico Revitalization Project was launched in January 2025, followed by  
18 extensive community outreach including stakeholder meetings, pop-up events, and public  
19 workshops, with a goal “to better understand community needs, priorities, and the overall vision for  
20 downtown.” An initial broad range of alternatives was ultimately narrowed to three. Alternative 1  
21 featured Protected one-way bike lanes on Main Street and Broadway; Alternative 2 featured a  
22 protected two-way bike lane on Main Street, and widened sidewalks on Broadway; and Alternative 3  
23 focused more on improvements to bike infrastructure on Salem Street, Wall Street and Flume Street.  
24 These alternatives were ultimately presented in a comprehensive staff report, and placed on the  
25 agenda for discussion and approval at the City Council’s April 21, 2026 meeting. (Petition, ¶ 19;  
26 Exhibit 8 thereto.)

27 The deadline for applications for ATP Cycle 8 funding is June 22, 2026. (Petition, ¶ 20.)

28 ///

1 B. Councilmember Tom van Overbeek Recuses Himself

2 At a City Council meeting on February 7, 2023, the Council discussed a holistic look at  
3 downtown traffic flows. Councilmember Tom van Overbeek announced that City Attorney Vince  
4 Ewing had advised him to recuse himself because he owns property downtown, but that he  
5 disagreed and decided to move forward with discussion of the issue. (Petition, ¶ 21.) Van Overbeek  
6 later participated in a December 2023 meeting of the Internal Affairs Committee regarding the  
7 Complete Streets project. (Petition, ¶ 13; Exhibit 2 thereto.)

8 At some point, new City Attorney John Lam sought guidance from California's Fair Political  
9 Practices Commission (FPPC) regarding whether van Overbeek was required to recuse himself from  
10 participation in decisions regarding the Downtown Chico Revitalization Project. The FPPC  
11 concluded that he had a conflict of interest because he owns commercial property in the plan area,  
12 on Main Street. Van Overbeek began recusing himself from City Council meetings and votes  
13 regarding the project in March 2025, though he has continued to engage with City staff about the  
14 project. This has resulted in additional FPPC complaints, which are not directly relevant to this  
15 motion. (Petition, ¶¶ 28.)

16 C. Mayor Reynolds Declines to Recuse Herself

17 Mayor Kasey Reynolds co-owns Shubert's Ice Cream and Candy, which leases a retail  
18 location at 178 East Seventh Street in Chico. Shubert's is located approximately 160 feet from Main  
19 Street, and 130 feet from Wall Street. (Petition, ¶¶ 6, 19-20; Exhibits 1, 5, 8 thereto.) It is well within  
20 the plan area for the Downtown Chico Revitalization Project. (Petition, ¶¶ 19, 29; Exhibit 8 thereto.)  
21 Ms. Reynolds receives a salary of between \$10,000 and \$100,000 annually from Shubert's. (Petition,  
22 ¶ 6; Exhibit 1 thereto.) Detailed financial information about the company is not available; on her  
23 public disclosure forms, she has always listed the value of the business at between \$100,000 and \$1  
24 million, except for the year 2023 in which she stated the business value was over \$1 million.  
25 (Petition, ¶ 6; Exhibit 1 thereto.) Gross revenue figures are not presently known.

26 At least two complaints were filed with the FPPC before the April 21, 2026 City Council  
27 meeting, and this was reported in the local newspaper. (Petition, ¶ 32; Exhibit 13 thereto.)  
28 According to the newspaper story, Mayor Reynolds told the reporter that she had not seen the

1 project survey map; that there were no proposed changes to Seventh Street; and that she followed  
2 FPPC guidelines and had not been advised to recuse herself by the City Attorney. (Petition, ¶ 32.)  
3 The FPPC has since confirmed that it has received multiple complaints regarding Mayor Reynolds in  
4 the recent past, all of which were under review. (Petition, ¶ 33.) The undersigned contacted Mayor  
5 Reynolds and the City Attorney on April 29, 2026, demanding on behalf of Petitioners and Plaintiffs  
6 that she recuse herself from future participation in decisions regarding the project and advising that  
7 if she did not, this action would be commenced. (Petition, ¶ 44.) Discussions with the City Attorney  
8 in the week since have not resulted in resolution of the matter. (Id.) On Sunday, May 3, 2026, the  
9 undersigned filed a sworn FPPC complaint regarding the allegations of this case, advising the  
10 Commission that it was being submitted on behalf of all Petitioners and Plaintiffs herein.  
11 (Washington Decl., ¶ 4.)

12 D. The Council Deadlocks on the Proposed Project

13 On April 21, 2026, the City Council met to discuss and take action on the project. In  
14 advance of that meeting, City Staff provided comprehensive reports regarding the plan alternatives  
15 and the collection of public feedback. (Petition, ¶¶ 35-36; Exhibits 8, 14 thereto.) At all phases of  
16 feedback gathering, both in advance of and during the meeting itself, Alternative 1 had  
17 overwhelming support from the community. (Petition, 37-38; Exhibits 8, 14 thereto.) It also scored  
18 highest in consultant assessment tool, and was the preferred recommendation of the City's staff and  
19 consultants. (Petition, Exhibit 8.)

20 Following public comment and discussion, Councilmember Katie Hawley made a motion to  
21 approve Alternative 1 and direct City staff to move forward with the application for funding. The  
22 motion received a second and was put to a vote, the result of which was a 3-3 tie. Councilmembers  
23 Hawley, Goldstein, and Winslow voted yes. Councilmember Michael O'Brien and Vice Mayor Dale  
24 Bennett voted no. Mayor Reynolds voted last, and deliberated extensively before voting no. She  
25 went on to suggest that she would like to find some compromise or other way to move forward, but  
26 no further motions were made. (Petition, ¶ 42.)

27 Following the vote, a member of the audience called out to suggest that Mayor Reynolds  
28 "recuse yourself the way you should have." Mayor Reynolds quietly but audibly exclaimed "every

1 [expletive] opportunity,” and then announced “we’re done,” gaveling the meeting to a close without  
2 any motion to adjourn. (Petition, ¶ 43.)

### 3 LEGAL STANDARDS

4 Chapter 7 of the Political Reform Act of 1974 (“PRA”) prohibits government officials from  
5 participating in decisions in which they have certain conflicts of interest. The purpose of the Act is  
6 “to preclude a government official from participating in decisions where it appears he may not be  
7 totally objective because the outcome will likely benefit a corporation or individual by whom he is  
8 employed.” (*Witt v. Morrow* (1977) 70 Cal.App.3d 817, 822-823, 139 Cal.Rptr. 161.) “It is not just  
9 actual improprieties which the law seeks to forestall but also the appearance of possible  
10 improprieties.” (*Id.* at p. 823, 139 Cal.Rptr. 161.)

11 Government Code section 91003(a) provides that “[a]ny person residing in the jurisdiction  
12 may sue for injunctive relief to enjoin violations or to compel compliance with the provisions of [the  
13 PRA].” Section 91003(b) specifically authorizes the court to grant a preliminary injunction upon a  
14 proper showing. This grant of standing to seek injunctive relief is

15 based upon declared findings that “[p]revious laws regulating political  
16 practices have suffered from inadequate enforcement by state and  
17 local authorities.” (Gov.Code, § 81001, subd. (h).) The PRA is  
liberally construed to accomplish its purposes. (Gov.Code, § 81003.)

18 (*Kunec v. Brea Redevelopment Agency* (1997) 55 Cal.App.4th 511, 517.)

19 Code of Civil Procedure section 527 authorizes the court to grant a preliminary injunction  
20 but sets out no criteria beyond the phrase “if sufficient grounds exist therefor.” (Code Civ. Proc. §  
21 527, subd. (a).) In determining whether to issue a preliminary injunction, courts weigh two  
22 interrelated factors: (1) the likelihood that the moving party will prevail on the merits, and (2) the  
23 relative harm the parties will suffer in the interim if an injunction does or does not issue. (*Dodge,*  
24 *Warren & Peters Ins. Services, Inc. v. Riley* (2003) 105 Cal.App.4th 1414, 1420; *Hunt v. Superior Court*  
25 (1999) 21 Cal.4th 984, 999; *Butt v. State of California* (1992) 4 Cal.4th 668, 6.) This analysis must be  
26 guided by a mix of these two factors; “the greater the plaintiff’s showing on one, the less must be  
27 shown on the other to support an injunction.” (*O’Connell v. Superior Court* (2006) 141 Cal.App.4th  
28 1452, 1463; see also *Butt, supra*, 4 Cal.4th at p. 678.)

1 ARGUMENT

2 I. PETITIONERS ARE LIKELY TO PREVAIL ON THE MERITS OF THEIR  
3 CLAIM THAT MAYOR REYNOLDS WAS CONFLICTED OUT FROM VOTING  
4 ON THE DOWNTOWN CHICO REVITALIZATION PROJECT

5 Under section 87100 of the Political Reform Act ("PRA"), "[a] public official at any level of  
6 state or local government shall not make, participate in making or in any way attempt to use the  
7 public official's official position to influence a governmental decision in which the official knows or  
8 has reason to know the official has a financial interest." (Gov. Code § 87100; *Witt v. Morrow* (1977)  
9 70 Cal.App.3d 817, 822-823 ["the whole purpose of the Political Reform Act of 1974 is to preclude  
10 a government official from participating in decisions where it appears he may not be totally  
11 objective"]; *Hamilton v. Town of Los Gatos* (1989) 213 Cal.App.3d 1050, 1058 ["It is not just actual  
12 improprieties which the law seeks to forestall but also the appearance of possible improprieties".])

13 "If it is ultimately determined that a violation [of the PRA] has occurred and that the official  
14 action might not otherwise have been taken or approved, the court may set the official action aside  
15 as void." (Gov. Code § 91003(b); *Downey Cares v. Downey Community Development Com.* (1987) 196  
16 Cal.App.3d 983 [affirming invalidation of redevelopment plan where the conflicted official was the  
17 deciding vote]; (*Witt v. Morrow* (1977) 70 Cal.App.3d 817 [affirming permanent injunction preventing  
18 councilmember from participating in decisions].)

19 A. Mayor Reynolds Has a Conflicting Financial Interest in the Decision

20 "A public official has a financial interest in a decision within the meaning of Section 87100  
21 if it is reasonably foreseeable that the decision will have a material financial effect, distinguishable  
22 from its effect on the public generally, on the official, a member of the official's immediate family,"  
23 or on certain specified economic interests. (Govt. Code § 87103.)

24 Among those specified economic interests are:

- 25 (a) Any business entity in which the public official has a direct or  
26 indirect investment worth two thousand dollars (\$2,000) or more.
- 27 (b) Any real property in which the public official has a direct or  
28 indirect interest worth two thousand dollars (\$2,000) or more.
- (c) Any source of income, except gifts or loans by a commercial  
lending institution made in the regular course of business on terms  
available to the public without regard to official status, aggregating  
five hundred dollars (\$500) or more in value provided or promised

1 to, received by, the public official within 12 months prior to the time  
2 when the decision is made.

3 (d) Any business entity in which the public official is a director,  
4 officer, partner, trustee, employee, or holds any position of  
5 management.

6 (Id.) Mayor Reynolds's financial interest in the decision at issue meets the criteria specified in  
7 subsections (a), (c), and (d).

8 1. It is Reasonably Foreseeable That the Decision Will Have a Financial  
9 Effect on Mayor Reynolds's Business Entity and Source of Income

10 The standards for foreseeability are further specified in the Act's implementing regulations.

11 Here, the relevant standard is found in Regulation 18701(b):

12 (b) Financial Interest Not Explicitly Involved in Decision: A financial  
13 effect *need not be likely* to be considered reasonably foreseeable. In  
14 general, if the financial effect can be recognized as a *realistic*  
15 *possibility* and more than hypothetical or theoretical, it is reasonably  
16 foreseeable.

17 (2 Cal. Code Regs. § 18701(b), emphases added.) To be clear, Petitioners' burden is not to  
18 establish that Mayor Reynolds will actually experience a material financial effect – only that  
19 it was at least a “realistic possibility” at the time of her vote. (Id.)

20 Section 18701(b) sets out six factors that may be considered in determining foreseeability of  
21 a financial effect. These factors include “(2) Whether the public official should anticipate a financial  
22 effect on the official's financial interest” (§ 18701(b)(2)); “(3) Whether the public official has a  
23 financial interest that is of the type that would typically be affected by the terms of the governmental  
24 decision” (§ 18701(b)(3)); “(4) Whether a reasonable inference can be made that the financial effects  
25 ... compromise a public official's ability ... to act in the best interests of the public” (§ 18701(b)(4));  
26 and “(6) Whether the public official has the type of financial interest that would cause a similarly  
27 situated person to weigh the advantages and disadvantages of the governmental decision on the  
28 official's financial interest in formulating a position” (§ 18701(b)(6)). Consideration of each of the  
foregoing factors weighs heavily in favor of a finding of foreseeability here.

Major roadway and bikeway redesign is contemplated about 160 feet from Mayor Reynolds's  
storefront. In the short term, the disruptive impact of construction is likely to reduce revenues for  
businesses in or near the construction zone, and these impacts have been shown to be particularly

1 severe for food service businesses such as Shubert's.<sup>1</sup> One article in a construction trade publication,  
2 citing to an analysis of studies from six states including California, is headlined "Businesses near  
3 road construction lose up to 40% of revenues."<sup>2</sup>

4 In the long term, studies regarding similar downtown revitalization projects involving  
5 improvements to bike and pedestrian accommodations show that these projects often lead to  
6 increases in sales revenue.<sup>3</sup> As just one example, a very similar project in Salt Lake City saw increased  
7 sales revenue of 8.8% following the project, despite a 30% reduction in vehicle parking spaces.<sup>4</sup> The  
8 Chico project involves minimal reduction in vehicle parking (estimated loss of just one parking  
9 space.) (Exhibit 8 to Petition, City Council Agenda Report, p. 14 of 17.)

10 Both of these anticipated financial effects were the subject of much discussion in public  
11 feedback regarding the project. (Petition, ¶ 40; Exhibit 8 thereto, Attachments B, C; Exhibit 14 to  
12 Petition; Washington Decl., ¶ 2.)

13 The above makes clear that factors (2), (3), (4), and (6) all weigh heavily in favor of a  
14 foreseeability finding. Additionally, as to factor (4) (whether Mayor Reynolds's ability to act in the  
15 public interest appears compromised by her financial interest), the inference is clear. A major  
16 impetus for the proposed project, and a major topic of discussion in public comments and Council  
17 deliberations, was the high rate of accidents involving bicycles and pedestrians in the downtown  
18 area, and the beneficial impacts the project would have on public safety. This supremely important  
19 public interest is at odds with Mayor Reynolds's financial interest in avoiding disruptions to her  
20 business from necessary construction.

21 Additionally, caselaw and FPPC guidance consistently finds that ownership of and/or  
22

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23 <sup>1</sup> See, e.g., N. Wexler and Y. Fan (2023) *The Effects of Highway Improvement Projects on Nearby Business*  
24 *Activity*, retrieved from the University Digital Conservancy,  
<https://conservancy.umn.edu/items/f0c64852-3b6c-4211-9e7a-2ccdf05d6bdd>

25 <sup>2</sup> S. O'Malley "Businesses near road construction lose up to 40% of revenues," *Construction Dive* (Feb.  
26 2, 2015), online at <https://www.constructiondive.com/news/businesses-near-road-construction-lose-up-to-40-of-revenues/359638/>

27 <sup>3</sup> See, e.g., A. Rogers (Mar 7, 2024) "Bike Lanes are Good for Business," *Business Insider*,  
<https://www.businessinsider.com/bike-lanes-good-for-business-studies-better-streets-2024-3>

28 <sup>4</sup> R. Quednau (2018) "How Bike Lanes Benefit Businesses," *Strong Towns*,  
<https://archive.strongtowns.org/journal/2018/5/31/how-bike-lanes-benefit-businesses>

1 deriving income from a business located in our near construction or development projects results in  
2 a disqualifying conflict of interest. (See, e.g., *Downey Cares v. Downey Community Development Com.*  
3 (1987) 196 Cal. App. 3d 983, 987-988; *Witt, supra*; *In re Owen*, 2 FPPC Ops. 77 (No. 76-005); *Mary Jo*  
4 *Levinger* (March 19, 1987) CA FPPC Adv. A-87-061.)

## 5 2. The Effect Is Foreseeably Material

6 The financial effect must not only be foreseeable, it must be material. As applicable here,  
7 Regulation 18702.1 provides guidance on materiality of effects on an interest tied to a business  
8 entity. Again though, Petitioners' burden is not to establish that there will likely be effects that meet  
9 the materiality criteria – only that such effects are reasonably foreseeable.

10 Applicable here, the reasonably foreseeable financial effect on a business entity is material if  
11 the decision may result in an increase or decrease of the entity's annual gross revenues, or the value  
12 of the entity's assets or liabilities, in an amount equal to or greater than: (A) \$1,000,000; or (B) five  
13 percent of the entity's annual gross revenues and the increase or decrease is at least \$10,000.

14 (Regulation 18702.1(a)(2).) The reasonably foreseeable financial effect on a business entity is also  
15 material if the decision may cause the entity to incur or avoid additional expenses or to reduce or  
16 eliminate expenses in an amount equal to or greater than: (A) \$250,000; or (B) one percent of the  
17 entity's annual gross revenues and the change in expenses is at least \$2,500. (Regulation  
18 18702.1(a)(3).)

19 The FPPC applied these factors in *Heather Stroud* (May 15, 2025) CA FPPC Adv. A-25-017  
20 (*Stroud*). In *Stroud*, the FPPC considered whether the PRA prevented a councilmember who was the  
21 chief operating officer of a commercial property management service from participating in a  
22 decision regarding a planned development in close proximity to several businesses like restaurants,  
23 bars, and a gym that were clients of the councilmember's employer. The councilmember also had  
24 ownership interests in some of the businesses. There, as here, the FPPC did not have any data on  
25 the gross revenues of the businesses in question. Nevertheless, it concluded that "we can analyze  
26 whether it is reasonably foreseeable that that [development] project will lead to a material financial  
27 effect ..." (*Stroud* at p. 6.) Reasoning that "the nearby restaurants and bars in particular would be the  
28 exact kind of businesses that would benefit from such a project in such close proximity," the FPPC

1 concluded that the likelihood of financial effects meeting the materiality standards was at least a  
2 realistic possibility, and thus the councilmember was conflicted.

3 As shown in the foregoing section, the reasonably foreseeable impacts on business revenue  
4 may well exceed the materiality threshold set forth in the regulation. (See § I.A.1, supra.)

5  
6 3. The Effect on Mayor Reynolds's Business is Distinguishable From the  
Effect on the Public Generally

7 The "public generally" exception permits a conflicted official to nevertheless participate in a  
8 decision where "a significant segment of the public is affected and the effect on the official's  
9 financial interest is not unique compared to the effect on the significant segment." (Cal. Code of  
10 Regulations § 18703(a); *Metropolitan Water Dist. v. Fair Political Practices Com.* (1977) 73 Cal.App.3d  
11 650, 658.) Under the regulations, in the business entities context, a "significant segment" is defined  
12 as 25% or more of the business entities in the jurisdiction.

13 In this calculation, the numerator is the number of businesses in the City which, like  
14 Shubert's, are within the project area. (*Metropolitan Water*, at p. 658 [the "segment of the public [that]  
15 will be affected in the same way as" Mayor Reynolds].) The denominator is "[a]ll businesses ...  
16 within the official's jurisdiction[.]" (Cal. Code of Regulations § 18703(b)(1)(A).)

17 Here, the FPPC has already conducted the analysis with regard to commercial properties in  
18 ruling on Councilmember van Overbeek's conflict, finding that the number of commercial  
19 properties in the project area was just 7.7% of total commercial properties in Chico, far below the  
20 25% threshold. (Petition, ¶ 23; Exhibit 9 thereto.) Of course, here the relevant data would involve  
21 businesses, not commercial properties. Still, publicly available information makes clear that it is  
22 highly implausible that the exception could apply.

23 According to the Downtown Chico Business Association (DCBA) website, there are "an  
24 average of 400 diverse businesses" in the DCBA area, which covers most of the plan area.<sup>5</sup>  
25 Meanwhile, according to data obtained from the DCBA website, there were 1,294 businesses in a  
26 one-mile radius around downtown, which far exceeds the project area, and 5,478 businesses within a

27  
28 <sup>5</sup> <https://www.downtownchico.com/about-us.htm>

1 5-mile radius. (Washington Decl., ¶ 3; Exhibit 15 thereto.) That 5-mile radius would cover much of  
2 the city and portions of unincorporated area, and while no doubt some businesses might be outside  
3 city limits, a cursory glance at a satellite image – or a drive out of town – makes clear that the areas  
4 outside city limits are largely devoted to agriculture and open space.

5 It is not plausible that the “public generally” exception could be met here. And since FPPC  
6 rulings and caselaw characterize this as an “exception,” the official should bear the burden on this  
7 issue.

8 B. Mayor Reynolds Cast the Deciding Vote on the Decision

9 It is clear that Mayor Reynolds’s vote on the Downtown Chico Revitalization Project was  
10 decisive. The vote was 3-2 in favor before she cast the final vote, resulting in a motion-defeating 3-3  
11 tie. (Petition, ¶¶ 2, 42.)

12 II. THE BALANCE OF HARMS FAVORS A PRELIMINARY INJUNCTION

13 In addition to the merits, the Court must weigh and balance “the relative interim harm to the  
14 parties if the injunction is granted, or not granted.” (*O’Connell, supra*, 141 Cal.App.4th at p. 1468.) In  
15 the conduct of this balancing, “consideration of public policy is not only permissible but  
16 mandatory.” (*Teamsters Agricultural Workers Union v. International Brotherhood of Teamsters* (1983) 140  
17 Cal.App.3d 547, 555.) “Where, as here, the plaintiff seeks to enjoin public officers and agencies in  
18 the performance of their duties[,] the public interest must be considered.” (*Tahoe Keys Property Owners’*  
19 *Assn. v. State Water Resources Control Bd.* (1994) 23 Cal.App.4th 1459, 1472-1473.

20 The proposed Downtown Chico Revitalization Project has generated unprecedented levels  
21 of community engagement, and Alternative 1 has overwhelming public support. Absent an order  
22 from this Court, the project will be delayed beyond the grant cycle, and much-needed safety and  
23 enjoyability enhancements to downtown will take that much longer, perhaps until the next ATP  
24 grant cycle another two years hence, to move forward. Significant resources in the form of staff time  
25 and payments to consultants have been expended over the past two years, and more such costs will  
26 be incurred in any process to revive or rework the project to pursue future funding opportunities.

27 In addition to the above harms, the community will be harmed if its leaders continue to  
28 violate the Political Reform Act. Misuse of office in the service of personal financial interests – or

1 even the perception thereof – erodes public confidence in political leaders and government  
2 institutions.

3 An injunction will not harm Mayor Reynolds or the City.

4 CONCLUSION

5 Petitioners and Plaintiffs are highly likely to prevail on the merits of their claims, and the  
6 balance of harms strongly favors the issuance of a preliminary injunction. The Court is urged to  
7 grant the motion for preliminary injunction and issue the requested orders setting aside the April 21,  
8 2026 decision and effectuating the lawful result of the vote.

9  
10 Dated: May 3, 2026

Respectfully submitted,

11 

12  
13 \_\_\_\_\_  
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15 Attorney for Petitioners and Plaintiffs  
16 ANN SCHWAB, et al.

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9  
10 SUPERIOR COURT OF CALIFORNIA  
11 COUNTY OF BUTTE

12 ANN SCHWAB, *et al.*,

13 Petitioners and Plaintiffs,

14 vs.

15 KASEY REYNOLDS, *et al.*,

16 Respondents and Defendants.

Case No.

DECLARATION OF PETER G.  
WASHINGTON IN SUPPORT OF  
PETITIONERS AND PLAINTIFFS  
MOTION FOR PRELIMINARY  
INJUNCTION

17  
18 I, PETER G. WASHINGTON, declare:

19 1. I am an attorney licensed to practice law in the state of California and I represent the  
20 Petitioners/Plaintiffs in the action. The facts stated herein are true of my own personal knowledge.

21 2. I attended both the April 16, 2026, feedback session and the April 21, 2026, City  
22 Council meeting. During both, multiple commenters raised concerns about businesses losing sales  
23 revenues during project construction. Also during both, multiple people stated they believed the  
24 project would result in increased revenue for businesses in the long term.

25 3. Attached hereto as Exhibit 15 is a true and correct copy of a report I downloaded  
26 from the Downtown Chico Business Association website entitled "Downtown Chico's Market."

27 4. On Sunday, May 3, 2026, I filed a sworn FPPC complaint regarding the allegations of  
28 this complaint. In it, I advised the Commission that the complaint was submitted on behalf of the

1 Petitioners/Plaintiffs herein. This complaint was submitted to comply with any requirement the Court  
2 might impose for Petitioners/Plaintiffs to "file a complaint with the Commission prior to seeking  
3 injunctive relief" under Government Code section 91003(a).

4 I declare under penalty of perjury under the laws of the State of California that the foregoing  
5 is true and correct and that this Declaration was executed on this 3rd day of May 2026, in Chico,  
6 California.

7 

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10 PETER G. WASHINGTON  
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# EXHIBIT 15

# Downtown Chico's Market<sup>1</sup>

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.

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<sup>1</sup> 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

<b>Data for all businesses in area</b>	<b>1 mile</b>				<b>5 miles</b>			
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			
<b>by NAICS Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
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.



# 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%
<b>Total</b>	<b>1,294</b>	<b>100.0%</b>	<b>14,360</b>	<b>100.0%</b>	<b>5,478</b>	<b>100.0%</b>	<b>51,924</b>	<b>100.0%</b>

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.

# Business Summary

Chico, California  
Rings: 1, 5 mile radii

Prepared by Esri  
Latitude: 39.73200  
Longitude: -121.84198

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%
<b>Retail Trade Summary</b>	<b>323</b>	<b>25.0%</b>	<b>3,122</b>	<b>21.7%</b>	<b>1,087</b>	<b>19.8%</b>	<b>12,922</b>	<b>24.9%</b>
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%
<b>Finance, Insurance, Real Estate Summary</b>	<b>152</b>	<b>11.8%</b>	<b>744</b>	<b>5.2%</b>	<b>584</b>	<b>10.7%</b>	<b>3,958</b>	<b>7.6%</b>
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%
<b>Services Summary</b>	<b>575</b>	<b>44.4%</b>	<b>8,805</b>	<b>61.3%</b>	<b>2,387</b>	<b>43.6%</b>	<b>24,696</b>	<b>47.6%</b>
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%
<b>Government</b>	<b>27</b>	<b>2.1%</b>	<b>409</b>	<b>2.9%</b>	<b>89</b>	<b>1.6%</b>	<b>1,581</b>	<b>3.0%</b>
<b>Unclassified Establishments</b>	<b>76</b>	<b>5.9%</b>	<b>18</b>	<b>2.9%</b>	<b>307</b>	<b>5.6%</b>	<b>51</b>	<b>3.0%</b>
<b>Totals</b>	<b>1,294</b>	<b>100.0%</b>	<b>14,360</b>	<b>100.0%</b>	<b>5,478</b>	<b>100.0%</b>	<b>51,924</b>	<b>100.0%</b>

**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.

# 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

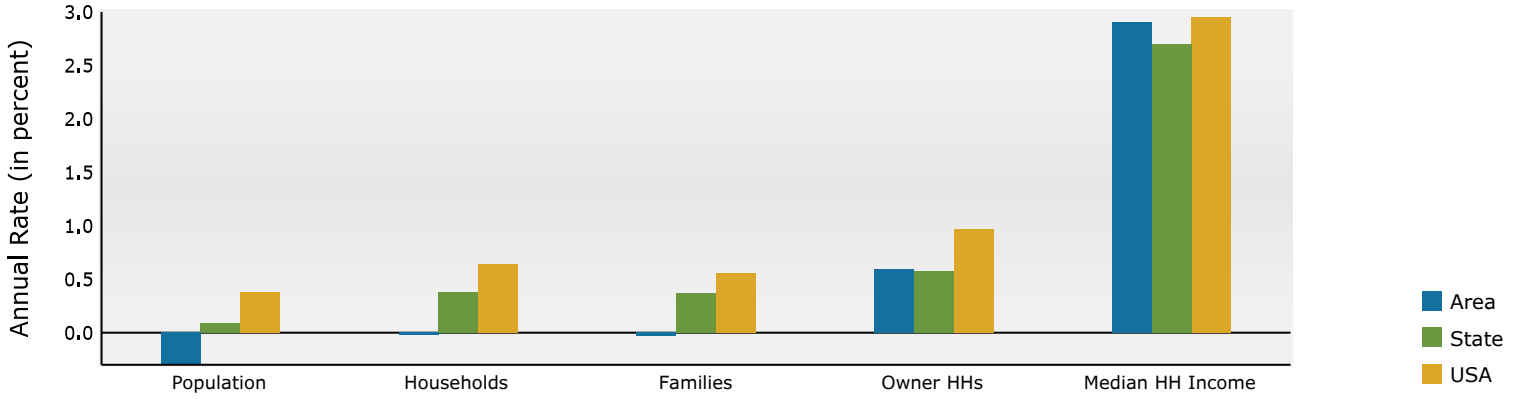
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,192	5.5%	6,314	5.1%	6,209	5.1%	5,961	4.9%
5 - 9	6,185	5.5%	6,692	5.4%	6,218	5.1%	5,713	4.7%
10 - 14	6,310	5.6%	7,024	5.7%	6,306	5.1%	5,973	4.9%
15 - 19	10,374	9.3%	9,692	7.8%	9,199	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%

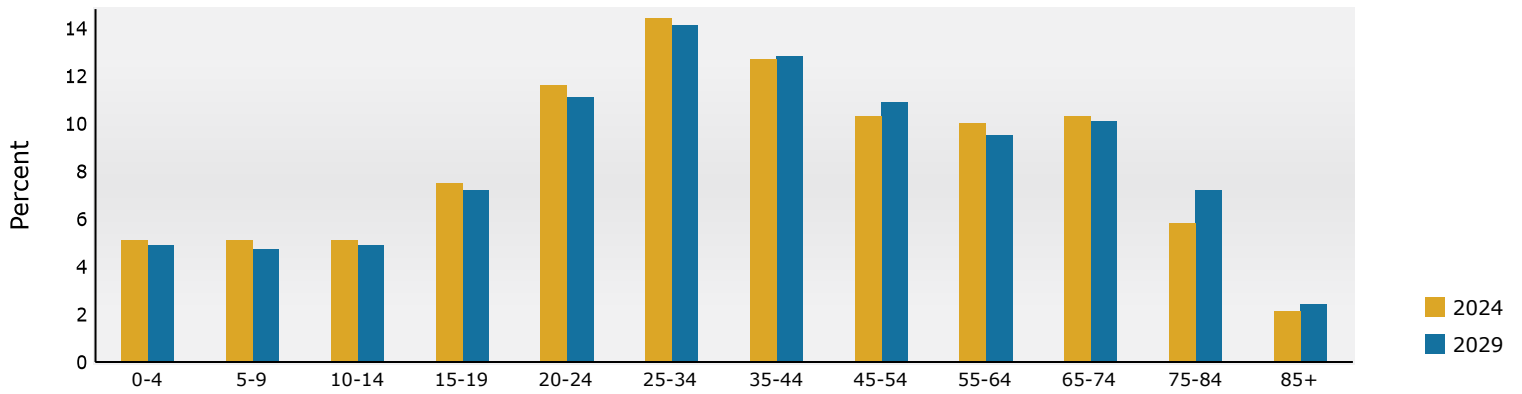
**Data Note:** Income is expressed in current dollars.

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

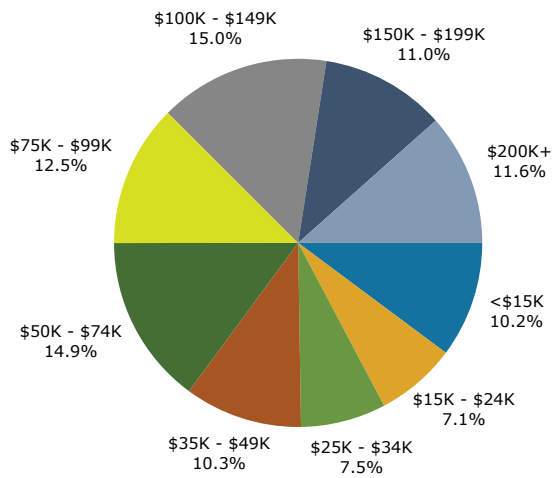
## Trends 2024-2029



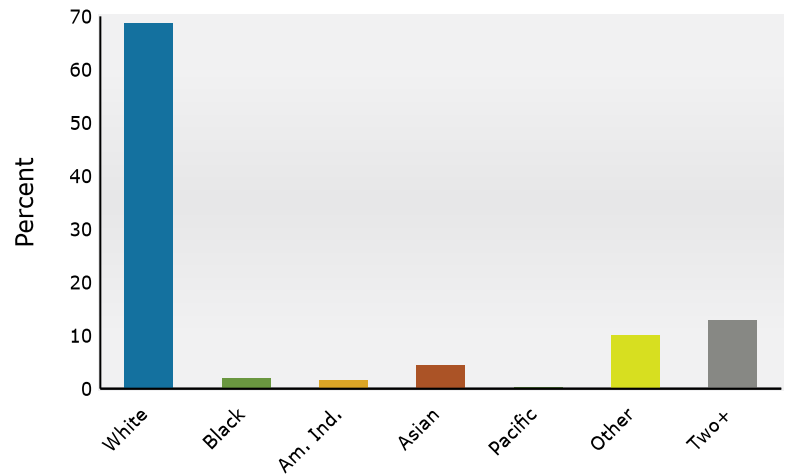
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 22.3%

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

# 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

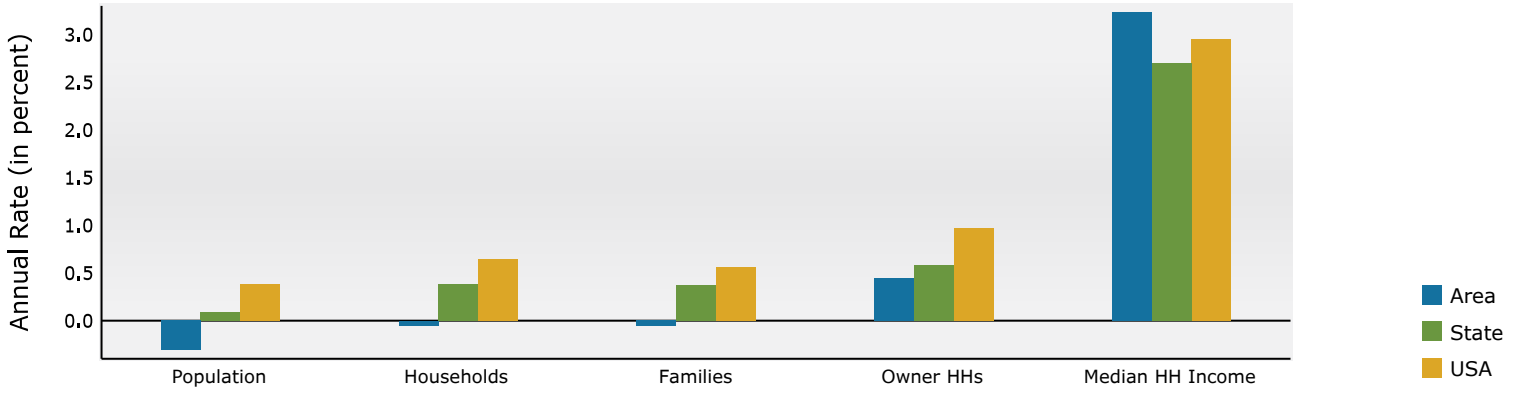
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	14,436	6.0%	12,692	5.5%	12,496	5.5%	12,123	5.4%
5 - 9	14,275	5.9%	13,820	6.0%	12,771	5.6%	11,747	5.2%
10 - 14	14,752	6.1%	14,605	6.3%	13,237	5.8%	12,254	5.4%
15 - 19	19,661	8.2%	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%

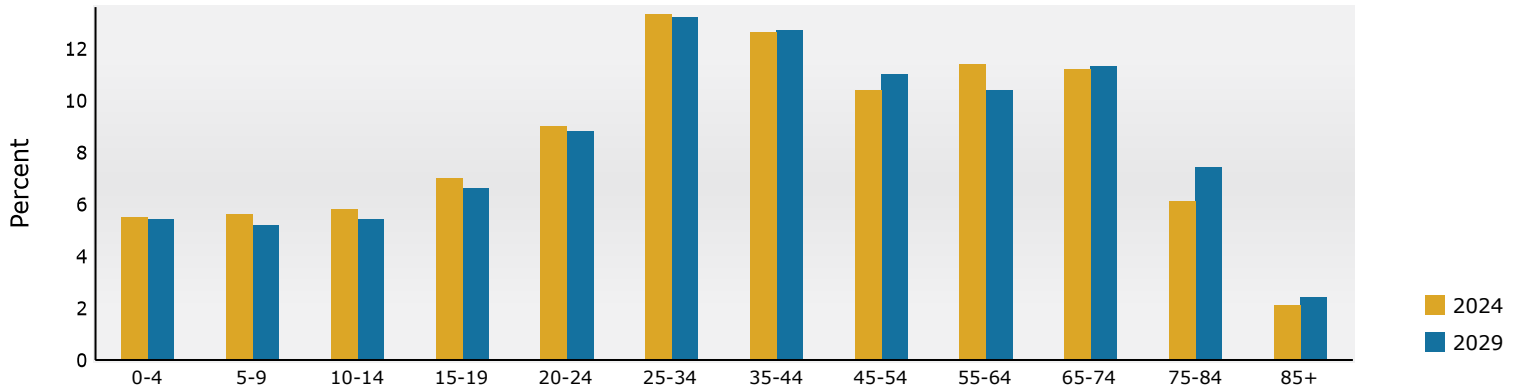
**Data Note:** Income is expressed in current dollars.

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

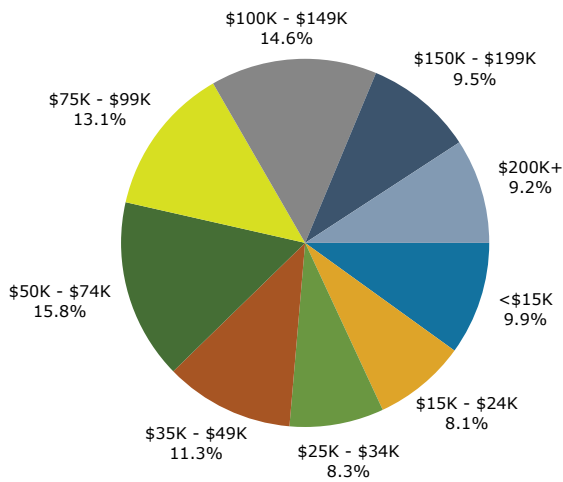
## Trends 2024-2029



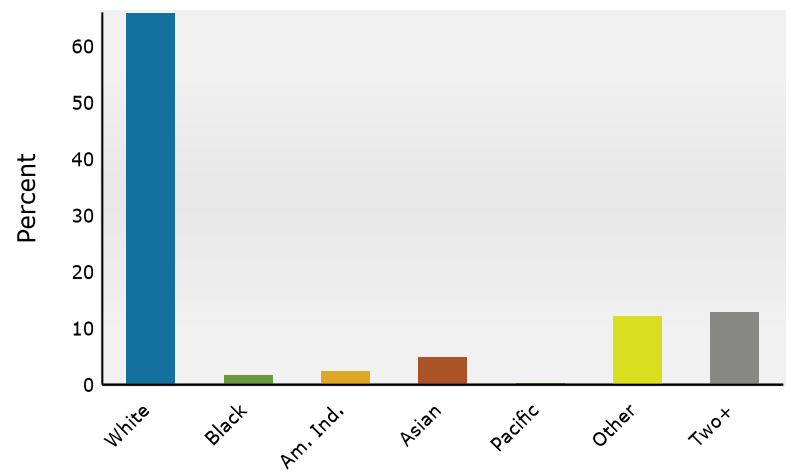
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 24.8%

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

# 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%

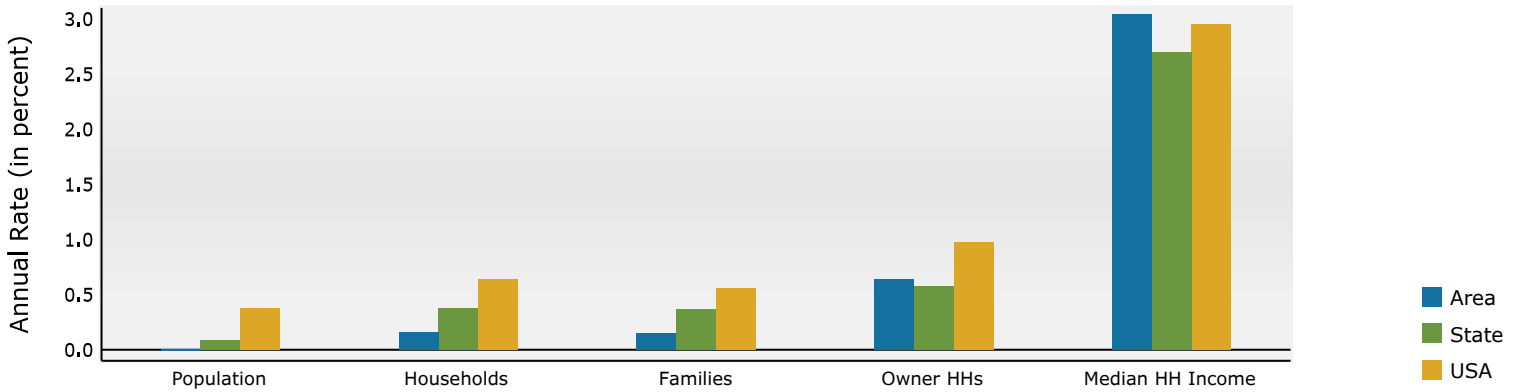
Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	485,010	77.7%	420,078	65.7%	404,288	63.4%	390,994	61.3%
Black Alone	9,212	1.5%	10,226	1.6%	11,108	1.7%	11,372	1.8%
American Indian Alone	12,704	2.0%	13,998	2.2%	14,070	2.2%	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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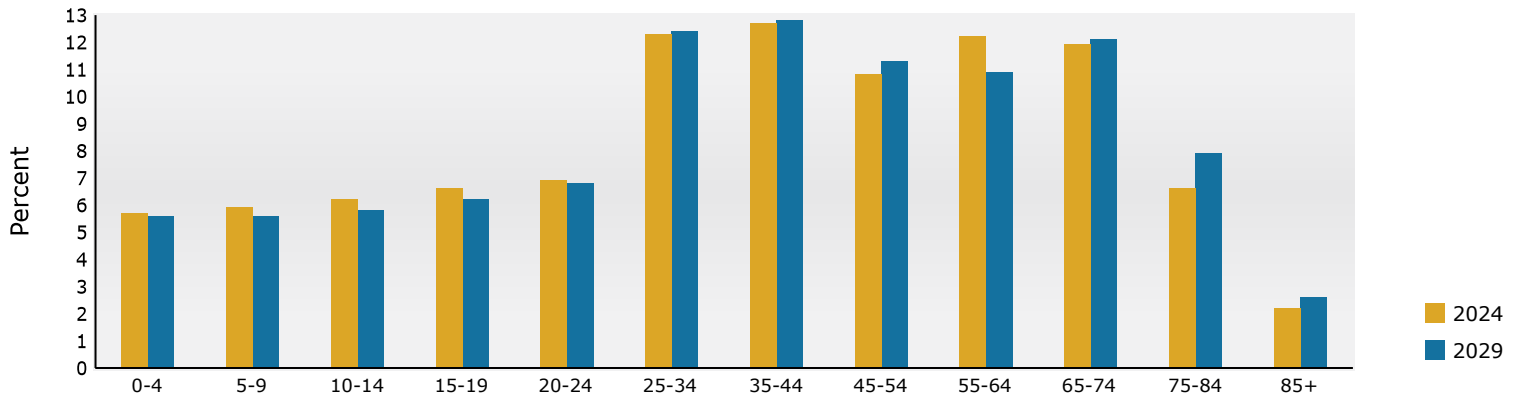
**Data Note:** Income is expressed in current dollars.

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

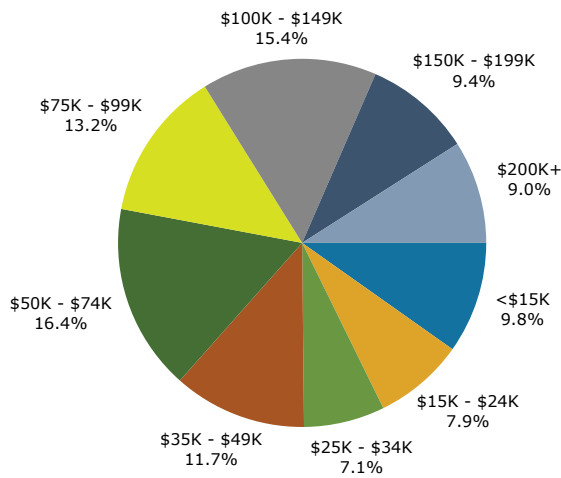
## Trends 2024-2029



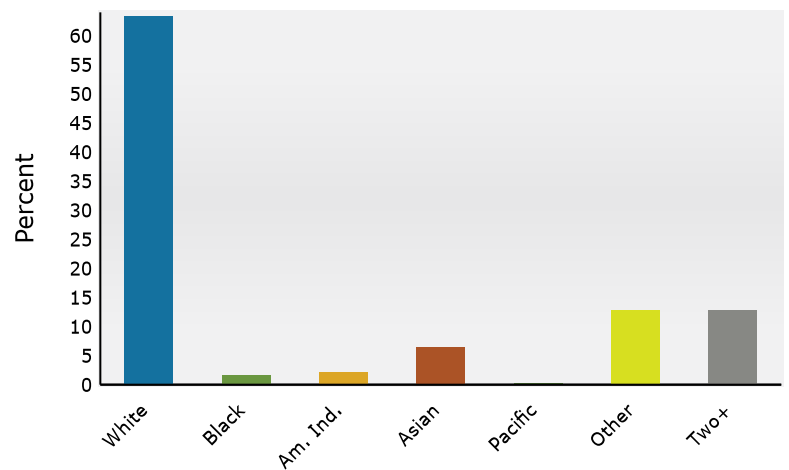
## Population by Age



## 2024 Household Income



## 2024 Population by Race



2024 Percent Hispanic Origin: 25.6%

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



# 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.

Chico, California 2  
Chico, California  
Ring: 10 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	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.



# 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.



# 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	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	129,473	71.2%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days	42,445	23.3%	100
Spent \$1-30 at Family Restaurant/Steak House/30 Days	11,687	6.4%	108
Spent \$31-50 at Family Restaurant/Steak House/30 Days	16,637	9.2%	103
Spent \$51-100 at Family Restaurant/Steak House/30 Days	28,939	15.9%	100
Spent \$101-200 at Family Restaurant/Steak House/30 Days	20,444	11.2%	96
Spent \$201+ at Family Restaurant/Steak House/30 Days	11,825	6.5%	97
Spent \$1-100 at Fine Dining Restaurants/30 Days	6,207	3.4%	98
Spent \$101-200 at Fine Dining Restaurants/30 Days	5,014	2.8%	96
Spent \$201+ at Fine Dining Restaurants/30 Days	4,484	2.5%	88
Went for Breakfast at Family Restaurant/Steak House/6 Mo	21,788	12.0%	98
Went for Lunch at Family Restaurant/Steak House/6 Mo	34,113	18.8%	100
Went for Dinner at Family Restaurant/Steak House/6 Mo	84,645	46.6%	99
Went for Snacks at Family Restaurant/Steak House/6 Mo	3,101	1.7%	102
Went on Weekday to Family Restaurant/Steak House/6 Mo	60,370	33.2%	102
Went on Weekend to Family Restaurant/Steak House/6 Mo	71,325	39.2%	98
Went to Applebee`s/6 Mo	27,849	15.3%	100
Went to Bob Evans/6 Mo	4,208	2.3%	95
Went to Buffalo Wild Wings/6 Mo	16,341	9.0%	100
Went to California Pizza Kitchen/6 Mo	2,672	1.5%	83
Went to Carrabba`s/6 Mo	4,266	2.3%	109
Went to The Cheesecake Factory/6 Mo	11,570	6.4%	90
Went to Chili`s Grill & Bar/6 Mo	18,378	10.1%	105
Went to Cracker Barrel/6 Mo	21,190	11.7%	106
Went to Denny`s/6 Mo	12,112	6.7%	99
Went to Golden Corral/6 Mo	8,449	4.6%	110
Went to IHOP/6 Mo	14,335	7.9%	102
Went to Logan`s Roadhouse/6 Mo	3,251	1.8%	94
Went to Longhorn Steakhouse/6 Mo	11,528	6.3%	101
Went to Olive Garden/6 Mo	29,531	16.2%	103
Went to Outback Steakhouse/6 Mo	14,547	8.0%	100
Went to Red Lobster/6 Mo	13,266	7.3%	99
Went to Red Robin/6 Mo	10,260	5.6%	104
Went to Ruby Tuesday/6 Mo	3,541	1.9%	110
Went to Texas Roadhouse/6 Mo	24,124	13.3%	103
Went to T.G.I. Friday`s/6 Mo	4,587	2.5%	102
Went to Waffle House/6 Mo	10,043	5.5%	104
Went to Fast Food/Drive-In Restaurant/6 Mo	165,613	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	71,951	39.6%	100
Spent \$1-10 at Fast Food Restaurant/30 Days	6,851	3.8%	106
Spent \$11-20 at Fast Food Restaurant/30 Days	15,490	8.5%	104
Spent \$21-40 at Fast Food Restaurant/30 Days	30,541	16.8%	104
Spent \$41-50 at Fast Food Restaurant/30 Days	16,335	9.0%	98
Spent \$51-100 at Fast Food Restaurant/30 Days	37,280	20.5%	100
Spent \$101-200 at Fast Food Restaurant/30 Days	22,847	12.6%	97
Spent \$201+ at Fast Food Restaurant/30 Days	9,863	5.4%	92
Ordered Eat-In Fast Food/6 Mo	52,609	28.9%	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.

# 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		
	Adults	Percent	MPI
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.



# 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.

**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.



# 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

Product/Consumer Behavior	Expected Number of		
	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

**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.

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

**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.



# 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

**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.

<b>Demographic Summary</b>	<b>2024</b>	<b>2029</b>
Population	20,638	20,305
Population 18+	18,035	17,786
Households	8,661	8,621
Median Household Income	\$45,800	\$51,879

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults or HHS</b>	<b>Percent of Adults/HHS</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
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
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	7,644	88.3%	97
HH Bought or Leased New Vehicle/12 Mo	662	7.6%	83
<b>Automotive Aftermarket (Adults)</b>			
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
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	7,229	40.1%	107
Drank Beer or Ale/6 Mo	6,956	38.6%	101
<b>Cameras (Adults)</b>			
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
<b>Cell Phones (Adults/Households)</b>			
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
<b>Computers (Households)</b>			
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

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
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
<b>Entertainment (Adults)</b>			
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
<b>Financial (Adults)</b>			
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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**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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
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
<b>Health (Adults)</b>			
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
<b>Home (Households)</b>			
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
<b>Insurance (Adults/Households)</b>			
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
<b>Pets (Households)</b>			
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
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
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
<b>Reading (Adults)</b>			
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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**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.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrnrt/SteakHse/6 Mo	12,421	68.9%	97
Went to Family Restrnrt/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
<b>Television &amp; Electronics (Adults/Households)</b>			
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
<b>Travel (Adults)</b>			
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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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
<b>Apparel (Adults)</b>			
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
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	42,131	91.1%	100
HH Bought or Leased New Vehicle/12 Mo	4,114	8.9%	96
<b>Automotive Aftermarket (Adults)</b>			
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
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	32,825	36.0%	96
Drank Beer or Ale/6 Mo	35,624	39.1%	102
<b>Cameras (Adults)</b>			
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
<b>Cell Phones (Adults/Households)</b>			
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
<b>Computers (Households)</b>			
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

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
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
<b>Entertainment (Adults)</b>			
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
<b>Financial (Adults)</b>			
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

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
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
<b>Health (Adults)</b>			
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
<b>Home (Households)</b>			
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
<b>Insurance (Adults/Households)</b>			
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
<b>Pets (Households)</b>			
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
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
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
<b>Reading (Adults)</b>			
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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**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.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrnrt/SteakHse/6 Mo	64,553	70.9%	99
Went to Family Restrnrt/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
<b>Television &amp; Electronics (Adults/Households)</b>			
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
<b>Travel (Adults)</b>			
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

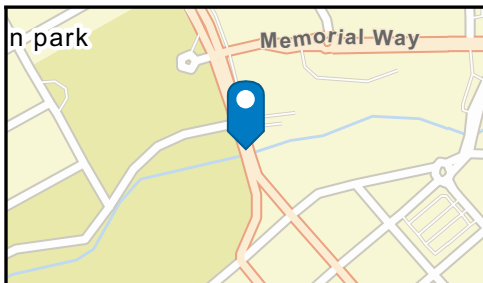
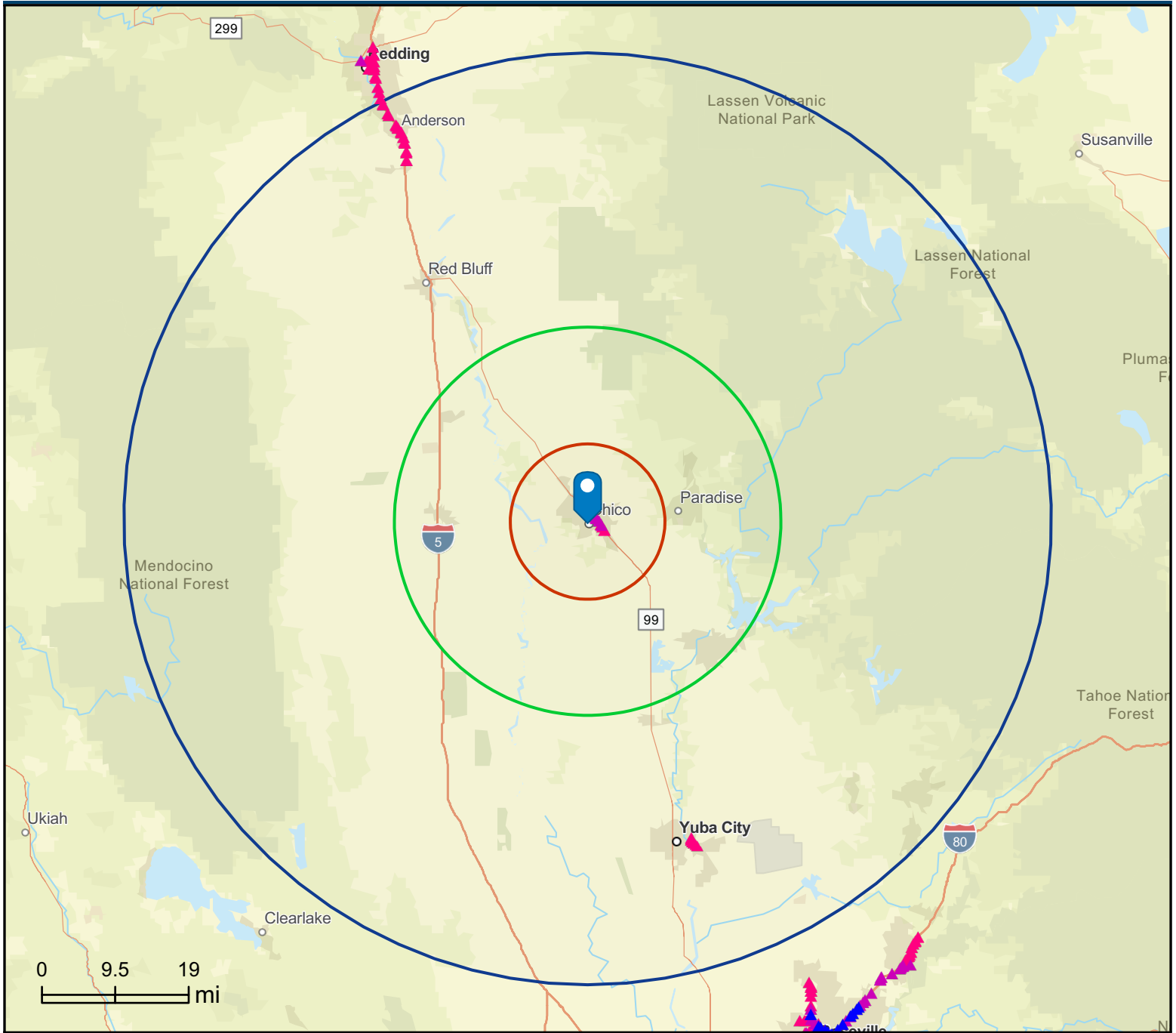
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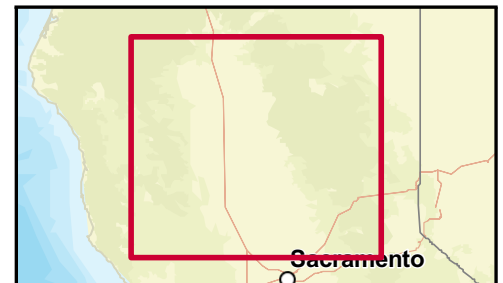
# Traffic Count Map

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