

Site 1
12900 Preston Rd, Dallas, Texas, 75230
Ring: 3 mile radius

Latitude: 32.9242
Longitude: -96.80344

Demographic Summary		2014	2019
Population		127,603	136,047
Population 18+		97,933	104,210
Households		55,487	59,105
Median Household Income		\$54,539	\$67,923
Product/Consumer Behavior		Expected Number of	
		Adults	Percent MPI
Went to family restaurant/steak house in last 6 mo		70,689	72.2% 95
Went to family restaurant/steak house 4+ times/mo		27,149	27.7% 96
Spent at family rest/steak hse last 6 mo: <\$31		6,831	7.0% 97
Spent at family rest/steak hse last 6 mo: \$31-50		6,774	6.9% 81
Spent at family rest/steak hse last 6 mo: \$51-100		14,572	14.9% 99
Spent at family rest/steak hse last 6 mo: \$101-200		10,956	11.2% 92
Spent at family rest/steak hse last 6 mo: \$201-300		5,879	6.0% 102
Spent at family rest/steak hse last 6 mo: \$301+		7,006	7.2% 97
Family restaurant/steak house last 6 mo: breakfast		11,075	11.3% 90
Family restaurant/steak house last 6 mo: lunch		19,387	19.8% 102
Family restaurant/steak house last 6 mo: dinner		42,950	43.9% 92
Family restaurant/steak house last 6 mo: snack		2,031	2.1% 118
Family restaurant/steak house last 6 mo: weekday		29,146	29.8% 94
Family restaurant/steak house last 6 mo: weekend		38,865	39.7% 94
Fam rest/steak hse/6 mo: Applebee`s		18,046	18.4% 74
Fam rest/steak hse/6 mo: Bob Evans Farms		2,062	2.1% 56
Fam rest/steak hse/6 mo: Buffalo Wild Wings		6,896	7.0% 92
Fam rest/steak hse/6 mo: California Pizza Kitchen		5,401	5.5% 170
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill		2,494	2.5% 83
Fam rest/steak hse/6 mo: The Cheesecake Factory		8,272	8.4% 124
Fam rest/steak hse/6 mo: Chili`s Grill & Bar		11,649	11.9% 98
Fam rest/steak hse/6 mo: CiCi`s Pizza		4,089	4.2% 94
Fam rest/steak hse/6 mo: Cracker Barrel		6,205	6.3% 65
Fam rest/steak hse/6 mo: Denny`s		8,620	8.8% 93
Fam rest/steak hse/6 mo: Golden Corral		6,218	6.3% 74
Fam rest/steak hse/6 mo: IHOP		10,599	10.8% 93
Fam rest/steak hse/6 mo: Logan`s Roadhouse		2,407	2.5% 69
Fam rest/steak hse/6 mo: LongHorn Steakhouse		2,953	3.0% 70
Fam rest/steak hse/6 mo: Old Country Buffet		1,663	1.7% 81
Fam rest/steak hse/6 mo: Olive Garden		15,314	15.6% 89
Fam rest/steak hse/6 mo: Outback Steakhouse		9,278	9.5% 95
Fam rest/steak hse/6 mo: Red Lobster		9,732	9.9% 79
Fam rest/steak hse/6 mo: Red Robin		5,917	6.0% 101
Fam rest/steak hse/6 mo: Ruby Tuesday		5,454	5.6% 81
Fam rest/steak hse/6 mo: Texas Roadhouse		5,172	5.3% 71
Fam rest/steak hse/6 mo: T.G.I. Friday`s		7,639	7.8% 97
Fam rest/steak hse/6 mo: Waffle House		3,994	4.1% 75
Went to fast food/drive-in restaurant in last 6 mo		85,631	87.4% 97
Went to fast food/drive-in restaurant 9+ times/mo		36,030	36.8% 91
Spent at fast food/drive-in last 6 mo: <\$11		4,230	4.3% 99
Spent at fast food/drive-in last 6 mo: \$11-\$20		7,285	7.4% 97
Spent at fast food/drive-in last 6 mo: \$21-\$40		11,895	12.1% 101
Spent at fast food/drive-in last 6 mo: \$41-\$50		7,974	8.1% 108
Spent at fast food/drive-in last 6 mo: \$51-\$100		14,970	15.3% 92
Spent at fast food/drive-in last 6 mo: \$101-\$200		11,230	11.5% 96
Spent at fast food/drive-in last 6 mo: \$201+		10,803	11.0% 91

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.

October 06, 2014

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 mo: eat in	34,157	34.9%	96
Fast food/drive-in last 6 mo: home delivery	8,217	8.4%	107
Fast food/drive-in last 6 mo: take-out/drive-thru	40,622	41.5%	88
Fast food/drive-in last 6 mo: take-out/walk-in	18,184	18.6%	95
Fast food/drive-in last 6 mo: breakfast	26,879	27.4%	83
Fast food/drive-in last 6 mo: lunch	47,170	48.2%	96
Fast food/drive-in last 6 mo: dinner	40,630	41.5%	94
Fast food/drive-in last 6 mo: snack	12,257	12.5%	100
Fast food/drive-in last 6 mo: weekday	53,518	54.6%	92
Fast food/drive-in last 6 mo: weekend	41,605	42.5%	93
Fast food/drive-in last 6 mo: A & W	1,868	1.9%	58
Fast food/drive-in last 6 mo: Arby's	11,951	12.2%	72
Fast food/drive-in last 6 mo: Baskin-Robbins	4,388	4.5%	128
Fast food/drive-in last 6 mo: Boston Market	4,416	4.5%	131
Fast food/drive-in last 6 mo: Burger King	26,123	26.7%	84
Fast food/drive-in last 6 mo: Captain D's	2,024	2.1%	60
Fast food/drive-in last 6 mo: Carl's Jr.	6,776	6.9%	119
Fast food/drive-in last 6 mo: Checkers	2,286	2.3%	80
Fast food/drive-in last 6 mo: Chick-fil-A	16,055	16.4%	99
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	12,853	13.1%	141
Fast food/drive-in last 6 mo: Chuck E. Cheese's	3,871	4.0%	110
Fast food/drive-in last 6 mo: Church's Fr. Chicken	3,115	3.2%	88
Fast food/drive-in last 6 mo: Cold Stone Creamery	3,130	3.2%	95
Fast food/drive-in last 6 mo: Dairy Queen	9,180	9.4%	67
Fast food/drive-in last 6 mo: Del Taco	4,448	4.5%	130
Fast food/drive-in last 6 mo: Domino's Pizza	10,622	10.8%	92
Fast food/drive-in last 6 mo: Dunkin' Donuts	11,072	11.3%	100
Fast food/drive-in last 6 mo: Hardee's	2,603	2.7%	44
Fast food/drive-in last 6 mo: Jack in the Box	11,669	11.9%	139
Fast food/drive-in last 6 mo: KFC	16,870	17.2%	74
Fast food/drive-in last 6 mo: Krispy Kreme	3,633	3.7%	88
Fast food/drive-in last 6 mo: Little Caesars	8,879	9.1%	83
Fast food/drive-in last 6 mo: Long John Silver's	2,952	3.0%	54
Fast food/drive-in last 6 mo: McDonald's	47,981	49.0%	88
Fast food/drive-in last 6 mo: Panera Bread	11,827	12.1%	115
Fast food/drive-in last 6 mo: Papa John's	8,398	8.6%	91
Fast food/drive-in last 6 mo: Papa Murphy's	2,783	2.8%	68
Fast food/drive-in last 6 mo: Pizza Hut	15,262	15.6%	77
Fast food/drive-in last 6 mo: Popeyes Chicken	6,988	7.1%	92
Fast food/drive-in last 6 mo: Quiznos	4,462	4.6%	110
Fast food/drive-in last 6 mo: Sonic Drive-In	7,018	7.2%	69
Fast food/drive-in last 6 mo: Starbucks	19,408	19.8%	135
Fast food/drive-in last 6 mo: Steak 'n Shake	3,153	3.2%	67
Fast food/drive-in last 6 mo: Subway	31,092	31.7%	95
Fast food/drive-in last 6 mo: Taco Bell	26,261	26.8%	85
Fast food/drive-in last 6 mo: Wendy's	23,147	23.6%	83
Fast food/drive-in last 6 mo: Whataburger	3,410	3.5%	92
Fast food/drive-in last 6 mo: White Castle	2,763	2.8%	84

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Restaurant Market Potential

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Went to fine dining restaurant last month	15,297	15.6%	134
Went to fine dining restaurant 3+ times last month	4,931	5.0%	155
Spent at fine dining rest in last 6 mo: <\$51	1,838	1.9%	94
Spent at fine dining rest in last 6 mo: \$51-\$100	4,214	4.3%	115
Spent at fine dining rest in last 6 mo: \$101-\$200	4,850	5.0%	136
Spent at fine dining rest in last 6 mo: \$201+	6,615	6.8%	161

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