



Restaurant Market Potential

Prepared by George Alexander

TXDallas2ndAVE51015
5311 2nd Ave, Dallas, TX, 75210
Drive Time: 1 minute

Latitude: 32.757641
Longitude: -96.740707

Demographic Summary	2010	2015
Population	0	0
Population 18+	0	0
Households	0	0
Median Household Income	\$0	\$0

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	0	0.0%	0
Family restaurant/steak house last month: <2 times	0	0.0%	0
Family restaurant/steak house last month: 2-4times	0	0.0%	0
Family restaurant/steak house last month: 5+ times	0	0.0%	0
Family restaurant/steak house last 6 months: breakfast	0	0.0%	0
Family restaurant/steak house last 6 months: lunch	0	0.0%	0
Family restaurant/steak house last 6 months: snack	0	0.0%	0
Family restaurant/steak house last 6 months: dinner	0	0.0%	0
Family restaurant/steak house last 6 months: weekday	0	0.0%	0
Family restaurant/steak house last 6 months: weekend	0	0.0%	0
Family restaurant/steak house last 6 months: Applebee's	0	0.0%	0
Family restaurant/steak house last 6 months: Bennigan's	0	0.0%	0
Family restaurant/steak house last 6 months: Bob Evans Farm	0	0.0%	0
Family restaurant/steak house last 6 months: Cheesecake Factory	0	0.0%	0
Family restaurant/steak house last 6 months: Chili's Grill & Bar	0	0.0%	0
Family restaurant/steak house last 6 months: Cracker Barrel	0	0.0%	0
Family restaurant/steak house last 6 months: Denny's	0	0.0%	0
Family restaurant/steak house last 6 months: Friendly's	0	0.0%	0
Family restaurant/steak house last 6 months: Golden Corral	0	0.0%	0
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	0	0.0%	0
Family restaurant/steak house last 6 months: Lone Star Steakhouse	0	0.0%	0
Family restaurant/steak house last 6 months: Old Country Buffet	0	0.0%	0
Family restaurant/steak house last 6 months: Olive Garden	0	0.0%	0
Family restaurant/steak house last 6 months: Outback Steakhouse	0	0.0%	0
Family restaurant/steak house last 6 months: Perkins	0	0.0%	0
Family restaurant/steak house last 6 months: Red Lobster	0	0.0%	0
Family restaurant/steak house last 6 months: Red Robin	0	0.0%	0
Family restaurant/steak house last 6 months: Ruby Tuesday	0	0.0%	0
Family restaurant/steak house last 6 months: Ryan's	0	0.0%	0
Family restaurant/steak house last 6 months: Sizzler	0	0.0%	0
Family restaurant/steak house last 6 months: T.G.I. Friday's	0	0.0%	0
Went to fast food/drive-in restaurant in last 6 months	0	0.0%	0
Went to fast food/drive-in restaurant <5 times/month	0	0.0%	0
Went to fast food/drive-in restaurant 5-12 times/month	0	0.0%	0
Went to fast food/drive-in restaurant 13+ times/month	0	0.0%	0
Fast food/drive-in last 6 months: breakfast	0	0.0%	0
Fast food/drive-in last 6 months: lunch	0	0.0%	0
Fast food/drive-in last 6 months: snack	0	0.0%	0
Fast food/drive-in last 6 months: dinner	0	0.0%	0

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 2010 and 2015.



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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Fast food/drive-in last 6 months: weekday	0	0.0%	0
Fast food/drive-in last 6 months: weekend	0	0.0%	0
Fast food/drive-in last 6 months: A & W	0	0.0%	0
Fast food/drive-in last 6 months: Arby's	0	0.0%	0
Fast food/drive-in last 6 months: Boston Market	0	0.0%	0
Fast food/drive-in last 6 months: Burger King	0	0.0%	0
Fast food/drive-in last 6 months: Captain D's	0	0.0%	0
Fast food/drive-in last 6 months: Carl's Jr.	0	0.0%	0
Fast food/drive-in last 6 months: Checkers	0	0.0%	0
Fast food/drive-in last 6 months: Chick-fil-A	0	0.0%	0
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	0	0.0%	0
Fast food/drive-in last 6 months: Chuck E. Cheese's	0	0.0%	0
Fast food/drive-in last 6 months: Church's Fr. Chicken	0	0.0%	0
Fast food/drive-in last 6 months: Dairy Queen	0	0.0%	0
Fast food/drive-in last 6 months: Del Taco	0	0.0%	0
Fast food/drive-in last 6 months: Domino's Pizza	0	0.0%	0
Fast food/drive-in last 6 months: Dunkin' Donuts	0	0.0%	0
Fast food/drive-in last 6 months: Fuddruckers	0	0.0%	0
Fast food/drive-in last 6 months: Hardee's	0	0.0%	0
Fast food/drive-in last 6 months: Jack in the Box	0	0.0%	0
Fast food/drive-in last 6 months: KFC	0	0.0%	0
Fast food/drive-in last 6 months: Little Caesars	0	0.0%	0
Fast food/drive-in last 6 months: Long John Silver's	0	0.0%	0
Fast food/drive-in last 6 months: McDonald's	0	0.0%	0
Fast food/drive-in last 6 months: Panera Bread	0	0.0%	0
Fast food/drive-in last 6 months: Papa John's	0	0.0%	0
Fast food/drive-in last 6 months: Pizza Hut	0	0.0%	0
Fast food/drive-in last 6 months: Popeyes	0	0.0%	0
Fast food/drive-in last 6 months: Quiznos	0	0.0%	0
Fast food/drive-in last 6 months: Sonic Drive-In	0	0.0%	0
Fast food/drive-in last 6 months: Starbucks	0	0.0%	0
Fast food/drive-in last 6 months: Steak n Shake	0	0.0%	0
Fast food/drive-in last 6 months: Subway	0	0.0%	0
Fast food/drive-in last 6 months: Taco Bell	0	0.0%	0
Fast food/drive-in last 6 months: Wendy's	0	0.0%	0
Fast food/drive-in last 6 months: Whataburger	0	0.0%	0
Fast food/drive-in last 6 months: White Castle	0	0.0%	0
Fast food/drive-in last 6 months: eat in	0	0.0%	0
Fast food/drive-in last 6 months: home delivery	0	0.0%	0
Fast food/drive-in last 6 months: take-out/drive-thru	0	0.0%	0
Fast food/drive-in last 6 months: take-out/walk-in	0	0.0%	0

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Demographic Summary	2010	2015
Population	5,950	6,013
Population 18+	4,242	4,292
Households	2,168	2,177
Median Household Income	\$21,884	\$24,110

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,682	63.2%	87
Family restaurant/steak house last month: <2 times	1,057	24.9%	96
Family restaurant/steak house last month: 2-4times	902	21.3%	77
Family restaurant/steak house last month: 5+ times	723	17.0%	87
Family restaurant/steak house last 6 months: breakfast	437	10.3%	86
Family restaurant/steak house last 6 months: lunch	895	21.1%	83
Family restaurant/steak house last 6 months: snack	148	3.5%	125
Family restaurant/steak house last 6 months: dinner	1,493	35.2%	66
Family restaurant/steak house last 6 months: weekday	942	22.2%	57
Family restaurant/steak house last 6 months: weekend	1,586	37.4%	84
Family restaurant/steak house last 6 months: Applebee's	902	21.3%	82
Family restaurant/steak house last 6 months: Bennigan's	142	3.3%	117
Family restaurant/steak house last 6 months: Bob Evans Farm	122	2.9%	63
Family restaurant/steak house last 6 months: Cheesecake Factory	201	4.7%	73
Family restaurant/steak house last 6 months: Chili's Grill & Bar	256	6.0%	54
Family restaurant/steak house last 6 months: Cracker Barrel	358	8.4%	70
Family restaurant/steak house last 6 months: Denny's	393	9.3%	98
Family restaurant/steak house last 6 months: Friendly's	121	2.9%	76
Family restaurant/steak house last 6 months: Golden Corral	529	12.5%	162
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	342	8.1%	72
Family restaurant/steak house last 6 months: Lone Star Steakhouse	105	2.5%	81
Family restaurant/steak house last 6 months: Old Country Buffet	239	5.6%	179
Family restaurant/steak house last 6 months: Olive Garden	406	9.6%	56
Family restaurant/steak house last 6 months: Outback Steakhouse	419	9.9%	83
Family restaurant/steak house last 6 months: Perkins	139	3.3%	88
Family restaurant/steak house last 6 months: Red Lobster	610	14.4%	99
Family restaurant/steak house last 6 months: Red Robin	149	3.5%	71
Family restaurant/steak house last 6 months: Ruby Tuesday	299	7.0%	79
Family restaurant/steak house last 6 months: Ryan's	482	11.4%	252
Family restaurant/steak house last 6 months: Sizzler	125	2.9%	93
Family restaurant/steak house last 6 months: T.G.I. Friday's	398	9.4%	88
Went to fast food/drive-in restaurant in last 6 months	3,637	85.7%	96
Went to fast food/drive-in restaurant <5 times/month	1,243	29.3%	96
Went to fast food/drive-in restaurant 5-12 times/month	1,051	24.8%	79
Went to fast food/drive-in restaurant 13+ times/month	1,341	31.6%	114
Fast food/drive-in last 6 months: breakfast	1,064	25.1%	90
Fast food/drive-in last 6 months: lunch	1,831	43.2%	73
Fast food/drive-in last 6 months: snack	676	15.9%	89
Fast food/drive-in last 6 months: dinner	1,637	38.6%	79

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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Fast food/drive-in last 6 months: weekday	2,115	49.9%	74
Fast food/drive-in last 6 months: weekend	1,905	44.9%	92
Fast food/drive-in last 6 months: A & W	163	3.8%	75
Fast food/drive-in last 6 months: Arby's	565	13.3%	64
Fast food/drive-in last 6 months: Boston Market	209	4.9%	92
Fast food/drive-in last 6 months: Burger King	1,720	40.5%	110
Fast food/drive-in last 6 months: Captain D's	524	12.4%	228
Fast food/drive-in last 6 months: Carl's Jr.	190	4.5%	76
Fast food/drive-in last 6 months: Checkers	178	4.2%	123
Fast food/drive-in last 6 months: Chick-fil-A	609	14.4%	114
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	182	4.3%	79
Fast food/drive-in last 6 months: Chuck E. Cheese's	194	4.6%	99
Fast food/drive-in last 6 months: Church's Fr. Chicken	631	14.9%	334
Fast food/drive-in last 6 months: Dairy Queen	464	10.9%	65
Fast food/drive-in last 6 months: Del Taco	121	2.9%	88
Fast food/drive-in last 6 months: Domino's Pizza	650	15.3%	108
Fast food/drive-in last 6 months: Dunkin' Donuts	293	6.9%	60
Fast food/drive-in last 6 months: Fuddruckers	96	2.3%	78
Fast food/drive-in last 6 months: Hardee's	509	12.0%	153
Fast food/drive-in last 6 months: Jack in the Box	451	10.6%	98
Fast food/drive-in last 6 months: KFC	1,445	34.1%	117
Fast food/drive-in last 6 months: Little Caesars	347	8.2%	120
Fast food/drive-in last 6 months: Long John Silver's	360	8.5%	117
Fast food/drive-in last 6 months: McDonald's	2,368	55.8%	98
Fast food/drive-in last 6 months: Panera Bread	279	6.6%	70
Fast food/drive-in last 6 months: Papa John's	321	7.6%	84
Fast food/drive-in last 6 months: Pizza Hut	962	22.7%	97
Fast food/drive-in last 6 months: Popeyes	649	15.3%	211
Fast food/drive-in last 6 months: Quiznos	242	5.7%	60
Fast food/drive-in last 6 months: Sonic Drive-In	559	13.2%	114
Fast food/drive-in last 6 months: Starbucks	462	10.9%	74
Fast food/drive-in last 6 months: Steak n Shake	235	5.5%	101
Fast food/drive-in last 6 months: Subway	1,118	26.4%	83
Fast food/drive-in last 6 months: Taco Bell	1,154	27.2%	85
Fast food/drive-in last 6 months: Wendy's	1,417	33.4%	103
Fast food/drive-in last 6 months: Whataburger	170	4.0%	88
Fast food/drive-in last 6 months: White Castle	293	6.9%	159
Fast food/drive-in last 6 months: eat in	958	22.6%	59
Fast food/drive-in last 6 months: home delivery	389	9.2%	82
Fast food/drive-in last 6 months: take-out/drive-thru	1,856	43.8%	84
Fast food/drive-in last 6 months: take-out/walk-in	1,230	29.0%	118

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Demographic Summary	2010	2015
Population	26,550	27,041
Population 18+	19,053	19,465
Households	9,621	9,744
Median Household Income	\$21,114	\$23,440

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	12,174	63.9%	88
Family restaurant/steak house last month: <2 times	4,839	25.4%	98
Family restaurant/steak house last month: 2-4times	4,049	21.3%	77
Family restaurant/steak house last month: 5+ times	3,285	17.2%	88
Family restaurant/steak house last 6 months: breakfast	2,097	11.0%	92
Family restaurant/steak house last 6 months: lunch	4,106	21.5%	85
Family restaurant/steak house last 6 months: snack	619	3.2%	116
Family restaurant/steak house last 6 months: dinner	6,934	36.4%	68
Family restaurant/steak house last 6 months: weekday	4,446	23.3%	60
Family restaurant/steak house last 6 months: weekend	7,271	38.2%	86
Family restaurant/steak house last 6 months: Applebee's	4,064	21.3%	82
Family restaurant/steak house last 6 months: Bennigan's	632	3.3%	115
Family restaurant/steak house last 6 months: Bob Evans Farm	545	2.9%	63
Family restaurant/steak house last 6 months: Cheesecake Factory	895	4.7%	72
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,262	6.6%	59
Family restaurant/steak house last 6 months: Cracker Barrel	1,638	8.6%	71
Family restaurant/steak house last 6 months: Denny's	1,834	9.6%	102
Family restaurant/steak house last 6 months: Friendly's	565	3.0%	79
Family restaurant/steak house last 6 months: Golden Corral	2,448	12.8%	167
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,568	8.2%	74
Family restaurant/steak house last 6 months: Lone Star Steakhouse	483	2.5%	83
Family restaurant/steak house last 6 months: Old Country Buffet	986	5.2%	165
Family restaurant/steak house last 6 months: Olive Garden	1,872	9.8%	58
Family restaurant/steak house last 6 months: Outback Steakhouse	1,845	9.7%	81
Family restaurant/steak house last 6 months: Perkins	627	3.3%	88
Family restaurant/steak house last 6 months: Red Lobster	2,728	14.3%	99
Family restaurant/steak house last 6 months: Red Robin	667	3.5%	71
Family restaurant/steak house last 6 months: Ruby Tuesday	1,419	7.4%	84
Family restaurant/steak house last 6 months: Ryan's	2,086	10.9%	243
Family restaurant/steak house last 6 months: Sizzler	579	3.0%	96
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,773	9.3%	87
Went to fast food/drive-in restaurant in last 6 months	16,327	85.7%	96
Went to fast food/drive-in restaurant <5 times/month	5,647	29.6%	97
Went to fast food/drive-in restaurant 5-12 times/month	4,765	25.0%	79
Went to fast food/drive-in restaurant 13+ times/month	5,909	31.0%	112
Fast food/drive-in last 6 months: breakfast	4,794	25.2%	91
Fast food/drive-in last 6 months: lunch	8,441	44.3%	75
Fast food/drive-in last 6 months: snack	2,877	15.1%	84
Fast food/drive-in last 6 months: dinner	7,663	40.2%	82

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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Fast food/drive-in last 6 months: weekday	9,791	51.4%	77
Fast food/drive-in last 6 months: weekend	8,618	45.2%	93
Fast food/drive-in last 6 months: A & W	758	4.0%	78
Fast food/drive-in last 6 months: Arby's	2,598	13.6%	65
Fast food/drive-in last 6 months: Boston Market	876	4.6%	86
Fast food/drive-in last 6 months: Burger King	7,511	39.4%	107
Fast food/drive-in last 6 months: Captain D's	2,262	11.9%	219
Fast food/drive-in last 6 months: Carl's Jr.	913	4.8%	82
Fast food/drive-in last 6 months: Checkers	761	4.0%	117
Fast food/drive-in last 6 months: Chick-fil-A	2,739	14.4%	114
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	826	4.3%	80
Fast food/drive-in last 6 months: Chuck E. Cheese's	856	4.5%	97
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,785	14.6%	328
Fast food/drive-in last 6 months: Dairy Queen	2,318	12.2%	73
Fast food/drive-in last 6 months: Del Taco	560	2.9%	91
Fast food/drive-in last 6 months: Domino's Pizza	2,958	15.5%	110
Fast food/drive-in last 6 months: Dunkin' Donuts	1,149	6.0%	52
Fast food/drive-in last 6 months: Fuddruckers	432	2.3%	78
Fast food/drive-in last 6 months: Hardee's	2,282	12.0%	153
Fast food/drive-in last 6 months: Jack in the Box	2,067	10.8%	100
Fast food/drive-in last 6 months: KFC	6,301	33.1%	114
Fast food/drive-in last 6 months: Little Caesars	1,682	8.8%	129
Fast food/drive-in last 6 months: Long John Silver's	1,676	8.8%	121
Fast food/drive-in last 6 months: McDonald's	10,622	55.7%	98
Fast food/drive-in last 6 months: Panera Bread	1,281	6.7%	72
Fast food/drive-in last 6 months: Papa John's	1,385	7.3%	81
Fast food/drive-in last 6 months: Pizza Hut	4,353	22.8%	97
Fast food/drive-in last 6 months: Popeyes	2,689	14.1%	195
Fast food/drive-in last 6 months: Quiznos	1,147	6.0%	63
Fast food/drive-in last 6 months: Sonic Drive-In	2,661	14.0%	121
Fast food/drive-in last 6 months: Starbucks	2,135	11.2%	77
Fast food/drive-in last 6 months: Steak n Shake	1,043	5.5%	100
Fast food/drive-in last 6 months: Subway	4,983	26.2%	83
Fast food/drive-in last 6 months: Taco Bell	5,172	27.1%	85
Fast food/drive-in last 6 months: Wendy's	6,203	32.6%	101
Fast food/drive-in last 6 months: Whataburger	969	5.1%	112
Fast food/drive-in last 6 months: White Castle	1,159	6.1%	140
Fast food/drive-in last 6 months: eat in	4,464	23.4%	61
Fast food/drive-in last 6 months: home delivery	1,870	9.8%	88
Fast food/drive-in last 6 months: take-out/drive-thru	8,440	44.3%	85
Fast food/drive-in last 6 months: take-out/walk-in	5,470	28.7%	117

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