



Restaurant Market Potential

Prepared by STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 1.0 mile

Demographic Summary	2008	2013
Population	11,889	11,985
Population 18+	8,835	8,978
Households	5,258	5,250
Median Household Income	\$105,963	\$111,006

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	6,713	76.0%	105
Family restaurant/steak house last month: <2 times	2,632	29.8%	112
Family restaurant/steak house last month: 2-4times	2,367	26.8%	101
Family restaurant/steak house last month: 5+ times	1,720	19.5%	102
Family restaurant/steak house last 6 months: breakfast	976	11.0%	86
Family restaurant/steak house last 6 months: lunch	2,089	23.6%	94
Family restaurant/steak house last 6 months: snack	309	3.5%	118
Family restaurant/steak house last 6 months: dinner	5,159	58.4%	112
Family restaurant/steak house last 6 months: weekday	3,755	42.5%	109
Family restaurant/steak house last 6 months: weekend	4,087	46.3%	107
Family restaurant/steak house last 6 months: Applebee`s	1,998	22.6%	86
Family restaurant/steak house last 6 months: Bennigan`s	298	3.4%	100
Family restaurant/steak house last 6 months: Big Boy	227	2.6%	110
Family restaurant/steak house last 6 months: Bob Evans Farm	240	2.7%	59
Family restaurant/steak house last 6 months: Cheesecake Factory	1,157	13.1%	220
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	1,208	13.7%	125
Family restaurant/steak house last 6 months: Cracker Barrel	574	6.5%	57
Family restaurant/steak house last 6 months: Denny`s	762	8.6%	85
Family restaurant/steak house last 6 months: Friendly`s	369	4.2%	118
Family restaurant/steak house last 6 months: Golden Corral	366	4.1%	54
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	921	10.4%	97
Family restaurant/steak house last 6 months: Lone Star Steakhouse	215	2.4%	66
Family restaurant/steak house last 6 months: Old Country Buffet	266	3.0%	72
Family restaurant/steak house last 6 months: Olive Garden	1,386	15.7%	95
Family restaurant/steak house last 6 months: Outback Steakhouse	1,067	12.1%	103
Family restaurant/steak house last 6 months: Perkins	320	3.6%	85
Family restaurant/steak house last 6 months: Red Lobster	1,074	12.2%	85
Family restaurant/steak house last 6 months: Red Robin	431	4.9%	116
Family restaurant/steak house last 6 months: Ruby Tuesday	635	7.2%	85
Family restaurant/steak house last 6 months: Ryan`s	156	1.8%	37
Family restaurant/steak house last 6 months: Sizzler	312	3.5%	109
Family restaurant/steak house last 6 months: T.G.I. Friday`s	916	10.4%	96
Went to fast food/drive-in restaurant in last 6 months	7,800	88.3%	99
Went to fast food/drive-in restaurant <5 times/month	3,205	36.3%	111
Went to fast food/drive-in restaurant 5-12 times/month	2,729	30.9%	101
Went to fast food/drive-in restaurant 13+ times/month	1,860	21.1%	80
Fast food/drive-in last 6 months: breakfast	2,156	24.4%	93
Fast food/drive-in last 6 months: lunch	5,294	59.9%	102
Fast food/drive-in last 6 months: snack	2,073	23.5%	142
Fast food/drive-in last 6 months: dinner	4,041	45.7%	96

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. average. An MPI of 100 represents the U.S. average.

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Fast food/drive-in last 6 months: weekday	6,119	69.3%	105
Fast food/drive-in last 6 months: weekend	3,987	45.1%	94
Fast food/drive-in last 6 months: A & W	360	4.1%	76
Fast food/drive-in last 6 months: Arby's	1,196	13.5%	68
Fast food/drive-in last 6 months: Boston Market	896	10.1%	179
Fast food/drive-in last 6 months: Burger King	2,726	30.9%	83
Fast food/drive-in last 6 months: Captain D's	241	2.7%	53
Fast food/drive-in last 6 months: Carl's Jr.	656	7.4%	134
Fast food/drive-in last 6 months: Checkers	208	2.4%	71
Fast food/drive-in last 6 months: Chick-fil-A	699	7.9%	68
Fast food/drive-in last 6 months: Chuck E. Cheese's	300	3.4%	78
Fast food/drive-in last 6 months: Church's Fr. Chicken	201	2.3%	48
Fast food/drive-in last 6 months: Dairy Queen	1,134	12.8%	77
Fast food/drive-in last 6 months: Del Taco	355	4.0%	124
Fast food/drive-in last 6 months: Domino's Pizza	1,120	12.7%	88
Fast food/drive-in last 6 months: Dunkin' Donuts	1,648	18.7%	163
Fast food/drive-in last 6 months: Fuddruckers	403	4.6%	140
Fast food/drive-in last 6 months: Hardee's	372	4.2%	59
Fast food/drive-in last 6 months: Jack in the Box	872	9.9%	99
Fast food/drive-in last 6 months: KFC	1,743	19.7%	69
Fast food/drive-in last 6 months: Little Caesars	348	3.9%	68
Fast food/drive-in last 6 months: Long John Silver's	353	4.0%	55
Fast food/drive-in last 6 months: McDonald's	4,456	50.4%	91
Fast food/drive-in last 6 months: Panera Bread	1,258	14.2%	168
Fast food/drive-in last 6 months: Papa John's	586	6.6%	65
Fast food/drive-in last 6 months: Pizza Hut	1,306	14.8%	63
Fast food/drive-in last 6 months: Popeyes	465	5.3%	74
Fast food/drive-in last 6 months: Quiznos	1,273	14.4%	139
Fast food/drive-in last 6 months: Sonic Drive-In	411	4.7%	41
Fast food/drive-in last 6 months: Starbucks	2,199	24.9%	191
Fast food/drive-in last 6 months: Steak n Shake	290	3.3%	63
Fast food/drive-in last 6 months: Subway	2,662	30.1%	100
Fast food/drive-in last 6 months: Taco Bell	2,492	28.2%	85
Fast food/drive-in last 6 months: Wendy's	2,318	26.2%	81
Fast food/drive-in last 6 months: Whataburger	354	4.0%	85
Fast food/drive-in last 6 months: White Castle	378	4.3%	93
Fast food/drive-in last 6 months: eat in	3,735	42.3%	114
Fast food/drive-in last 6 months: home delivery	761	8.6%	79
Fast food/drive-in last 6 months: take-out/drive-thru	4,089	46.3%	89
Fast food/drive-in last 6 months: take-out/walk-in	2,597	29.4%	121

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Demographic Summary	2008	2013
Population	120,454	122,132
Population 18+	93,949	96,281
Households	51,926	52,232
Median Household Income	\$74,990	\$82,585

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Went to family restaurant/steak house in last 6 months	67,262	71.6%	99
Family restaurant/steak house last month: <2 times	27,010	28.7%	108
Family restaurant/steak house last month: 2-4times	23,255	24.7%	93
Family restaurant/steak house last month: 5+ times	17,028	18.1%	95
Family restaurant/steak house last 6 months: breakfast	10,268	10.9%	85
Family restaurant/steak house last 6 months: lunch	22,532	24.0%	96
Family restaurant/steak house last 6 months: snack	3,385	3.6%	121
Family restaurant/steak house last 6 months: dinner	49,514	52.7%	101
Family restaurant/steak house last 6 months: weekday	37,079	39.5%	101
Family restaurant/steak house last 6 months: weekend	40,347	42.9%	99
Family restaurant/steak house last 6 months: Applebee`s	20,882	22.2%	84
Family restaurant/steak house last 6 months: Bennigan`s	3,547	3.8%	112
Family restaurant/steak house last 6 months: Big Boy	1,999	2.1%	91
Family restaurant/steak house last 6 months: Bob Evans Farm	2,945	3.1%	68
Family restaurant/steak house last 6 months: Cheesecake Factory	9,930	10.6%	177
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	12,629	13.4%	123
Family restaurant/steak house last 6 months: Cracker Barrel	6,809	7.2%	63
Family restaurant/steak house last 6 months: Denny`s	9,212	9.8%	97
Family restaurant/steak house last 6 months: Friendly`s	3,305	3.5%	99
Family restaurant/steak house last 6 months: Golden Corral	5,095	5.4%	71
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	10,411	11.1%	103
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,638	2.8%	77
Family restaurant/steak house last 6 months: Old Country Buffet	3,231	3.4%	83
Family restaurant/steak house last 6 months: Olive Garden	15,058	16.0%	97
Family restaurant/steak house last 6 months: Outback Steakhouse	11,494	12.2%	105
Family restaurant/steak house last 6 months: Perkins	3,427	3.6%	86
Family restaurant/steak house last 6 months: Red Lobster	11,472	12.2%	85
Family restaurant/steak house last 6 months: Red Robin	3,937	4.2%	100
Family restaurant/steak house last 6 months: Ruby Tuesday	6,487	6.9%	81
Family restaurant/steak house last 6 months: Ryan`s	2,225	2.4%	50
Family restaurant/steak house last 6 months: Sizzler	3,395	3.6%	111
Family restaurant/steak house last 6 months: T.G.I. Friday`s	10,441	11.1%	103
Went to fast food/drive-in restaurant in last 6 months	82,798	88.1%	99
Went to fast food/drive-in restaurant <5 times/month	33,223	35.4%	108
Went to fast food/drive-in restaurant 5-12 times/month	27,470	29.2%	96
Went to fast food/drive-in restaurant 13+ times/month	22,058	23.5%	90
Fast food/drive-in last 6 months: breakfast	23,706	25.2%	96
Fast food/drive-in last 6 months: lunch	54,209	57.7%	99
Fast food/drive-in last 6 months: snack	20,636	22.0%	132
Fast food/drive-in last 6 months: dinner	43,121	45.9%	96

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	61,514	65.5%	99
Fast food/drive-in last 6 months: weekend	44,219	47.1%	98
Fast food/drive-in last 6 months: A & W	4,068	4.3%	81
Fast food/drive-in last 6 months: Arby's	14,360	15.3%	76
Fast food/drive-in last 6 months: Boston Market	7,649	8.1%	144
Fast food/drive-in last 6 months: Burger King	29,298	31.2%	84
Fast food/drive-in last 6 months: Captain D's	3,100	3.3%	65
Fast food/drive-in last 6 months: Carl's Jr.	6,768	7.2%	130
Fast food/drive-in last 6 months: Checkers	2,946	3.1%	95
Fast food/drive-in last 6 months: Chick-fil-A	9,744	10.4%	89
Fast food/drive-in last 6 months: Chuck E. Cheese's	3,775	4.0%	92
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,706	3.9%	84
Fast food/drive-in last 6 months: Dairy Queen	12,596	13.4%	80
Fast food/drive-in last 6 months: Del Taco	3,931	4.2%	129
Fast food/drive-in last 6 months: Domino's Pizza	13,638	14.5%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	13,980	14.9%	130
Fast food/drive-in last 6 months: Fuddruckers	3,521	3.7%	115
Fast food/drive-in last 6 months: Hardee's	4,435	4.7%	67
Fast food/drive-in last 6 months: Jack in the Box	10,747	11.4%	115
Fast food/drive-in last 6 months: KFC	21,612	23.0%	80
Fast food/drive-in last 6 months: Little Caesars	5,254	5.6%	96
Fast food/drive-in last 6 months: Long John Silver's	4,577	4.9%	66
Fast food/drive-in last 6 months: McDonald's	47,822	50.9%	92
Fast food/drive-in last 6 months: Panera Bread	10,832	11.5%	136
Fast food/drive-in last 6 months: Papa John's	9,013	9.6%	95
Fast food/drive-in last 6 months: Pizza Hut	16,850	17.9%	76
Fast food/drive-in last 6 months: Popeyes	7,196	7.7%	108
Fast food/drive-in last 6 months: Quiznos	12,120	12.9%	124
Fast food/drive-in last 6 months: Sonic Drive-In	6,976	7.4%	66
Fast food/drive-in last 6 months: Starbucks	20,130	21.4%	164
Fast food/drive-in last 6 months: Steak n Shake	4,063	4.3%	83
Fast food/drive-in last 6 months: Subway	27,871	29.7%	99
Fast food/drive-in last 6 months: Taco Bell	28,824	30.7%	92
Fast food/drive-in last 6 months: Wendy's	26,732	28.4%	87
Fast food/drive-in last 6 months: Whataburger	5,517	5.9%	125
Fast food/drive-in last 6 months: White Castle	4,157	4.4%	96
Fast food/drive-in last 6 months: eat in	36,781	39.1%	105
Fast food/drive-in last 6 months: home delivery	10,176	10.8%	100
Fast food/drive-in last 6 months: take-out/drive-thru	44,498	47.3%	91
Fast food/drive-in last 6 months: take-out/walk-in	25,199	26.8%	111

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Demographic Summary	2008	2013
Population	395,834	406,155
Population 18+	302,674	313,756
Households	159,983	163,376
Median Household Income	\$60,261	\$67,821

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	204,901	67.7%	94
Family restaurant/steak house last month: <2 times	81,452	26.9%	101
Family restaurant/steak house last month: 2-4times	69,531	23.0%	87
Family restaurant/steak house last month: 5+ times	53,953	17.8%	94
Family restaurant/steak house last 6 months: breakfast	33,197	11.0%	85
Family restaurant/steak house last 6 months: lunch	71,293	23.6%	94
Family restaurant/steak house last 6 months: snack	11,526	3.8%	128
Family restaurant/steak house last 6 months: dinner	143,276	47.3%	90
Family restaurant/steak house last 6 months: weekday	107,094	35.4%	91
Family restaurant/steak house last 6 months: weekend	123,966	41.0%	94
Family restaurant/steak house last 6 months: Applebee`s	64,006	21.1%	80
Family restaurant/steak house last 6 months: Bennigan`s	11,198	3.7%	109
Family restaurant/steak house last 6 months: Big Boy	7,463	2.5%	105
Family restaurant/steak house last 6 months: Bob Evans Farm	10,028	3.3%	72
Family restaurant/steak house last 6 months: Cheesecake Factory	24,066	8.0%	134
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	35,969	11.9%	109
Family restaurant/steak house last 6 months: Cracker Barrel	23,824	7.9%	69
Family restaurant/steak house last 6 months: Denny`s	30,524	10.1%	100
Family restaurant/steak house last 6 months: Friendly`s	9,830	3.2%	92
Family restaurant/steak house last 6 months: Golden Corral	16,814	5.6%	73
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	34,529	11.4%	106
Family restaurant/steak house last 6 months: Lone Star Steakhouse	8,492	2.8%	77
Family restaurant/steak house last 6 months: Old Country Buffet	11,127	3.7%	88
Family restaurant/steak house last 6 months: Olive Garden	46,522	15.4%	93
Family restaurant/steak house last 6 months: Outback Steakhouse	33,090	10.9%	93
Family restaurant/steak house last 6 months: Perkins	9,660	3.2%	75
Family restaurant/steak house last 6 months: Red Lobster	37,149	12.3%	85
Family restaurant/steak house last 6 months: Red Robin	11,435	3.8%	90
Family restaurant/steak house last 6 months: Ruby Tuesday	20,908	6.9%	81
Family restaurant/steak house last 6 months: Ryan`s	8,072	2.7%	57
Family restaurant/steak house last 6 months: Sizzler	12,604	4.2%	128
Family restaurant/steak house last 6 months: T.G.I. Friday`s	31,671	10.5%	97
Went to fast food/drive-in restaurant in last 6 months	264,338	87.3%	98
Went to fast food/drive-in restaurant <5 times/month	103,795	34.3%	105
Went to fast food/drive-in restaurant 5-12 times/month	85,943	28.4%	93
Went to fast food/drive-in restaurant 13+ times/month	74,527	24.6%	94
Fast food/drive-in last 6 months: breakfast	75,025	24.8%	94
Fast food/drive-in last 6 months: lunch	166,312	54.9%	94
Fast food/drive-in last 6 months: snack	61,405	20.3%	122
Fast food/drive-in last 6 months: dinner	136,982	45.3%	95

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	185,655	61.3%	93
Fast food/drive-in last 6 months: weekend	145,055	47.9%	100
Fast food/drive-in last 6 months: A & W	13,605	4.5%	84
Fast food/drive-in last 6 months: Arby's	46,689	15.4%	77
Fast food/drive-in last 6 months: Boston Market	20,306	6.7%	119
Fast food/drive-in last 6 months: Burger King	95,732	31.6%	85
Fast food/drive-in last 6 months: Captain D's	11,706	3.9%	76
Fast food/drive-in last 6 months: Carl's Jr.	23,422	7.7%	140
Fast food/drive-in last 6 months: Checkers	9,481	3.1%	95
Fast food/drive-in last 6 months: Chick-fil-A	34,616	11.4%	99
Fast food/drive-in last 6 months: Chuck E. Cheese's	13,843	4.6%	105
Fast food/drive-in last 6 months: Church's Fr. Chicken	16,985	5.6%	119
Fast food/drive-in last 6 months: Dairy Queen	39,810	13.2%	78
Fast food/drive-in last 6 months: Del Taco	14,659	4.8%	149
Fast food/drive-in last 6 months: Domino's Pizza	49,217	16.3%	113
Fast food/drive-in last 6 months: Dunkin' Donuts	36,641	12.1%	106
Fast food/drive-in last 6 months: Fuddruggers	9,294	3.1%	94
Fast food/drive-in last 6 months: Hardee's	13,079	4.3%	61
Fast food/drive-in last 6 months: Jack in the Box	41,844	13.8%	139
Fast food/drive-in last 6 months: KFC	77,000	25.4%	89
Fast food/drive-in last 6 months: Little Caesars	18,618	6.2%	106
Fast food/drive-in last 6 months: Long John Silver's	15,931	5.3%	72
Fast food/drive-in last 6 months: McDonald's	153,657	50.8%	91
Fast food/drive-in last 6 months: Panera Bread	28,738	9.5%	112
Fast food/drive-in last 6 months: Papa John's	32,632	10.8%	106
Fast food/drive-in last 6 months: Pizza Hut	59,814	19.8%	84
Fast food/drive-in last 6 months: Popeyes	26,136	8.6%	121
Fast food/drive-in last 6 months: Quiznos	32,129	10.6%	102
Fast food/drive-in last 6 months: Sonic Drive-In	27,244	9.0%	80
Fast food/drive-in last 6 months: Starbucks	53,632	17.7%	136
Fast food/drive-in last 6 months: Steak n Shake	12,503	4.1%	79
Fast food/drive-in last 6 months: Subway	85,967	28.4%	94
Fast food/drive-in last 6 months: Taco Bell	94,714	31.3%	94
Fast food/drive-in last 6 months: Wendy's	86,488	28.6%	88
Fast food/drive-in last 6 months: Whataburger	19,107	6.3%	134
Fast food/drive-in last 6 months: White Castle	14,750	4.9%	106
Fast food/drive-in last 6 months: eat in	113,158	37.4%	100
Fast food/drive-in last 6 months: home delivery	37,713	12.5%	115
Fast food/drive-in last 6 months: take-out/drive-thru	143,312	47.3%	91
Fast food/drive-in last 6 months: take-out/walk-in	74,386	24.6%	102

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