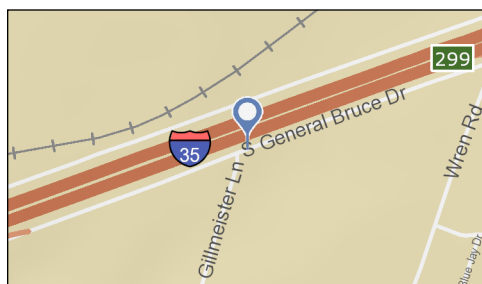
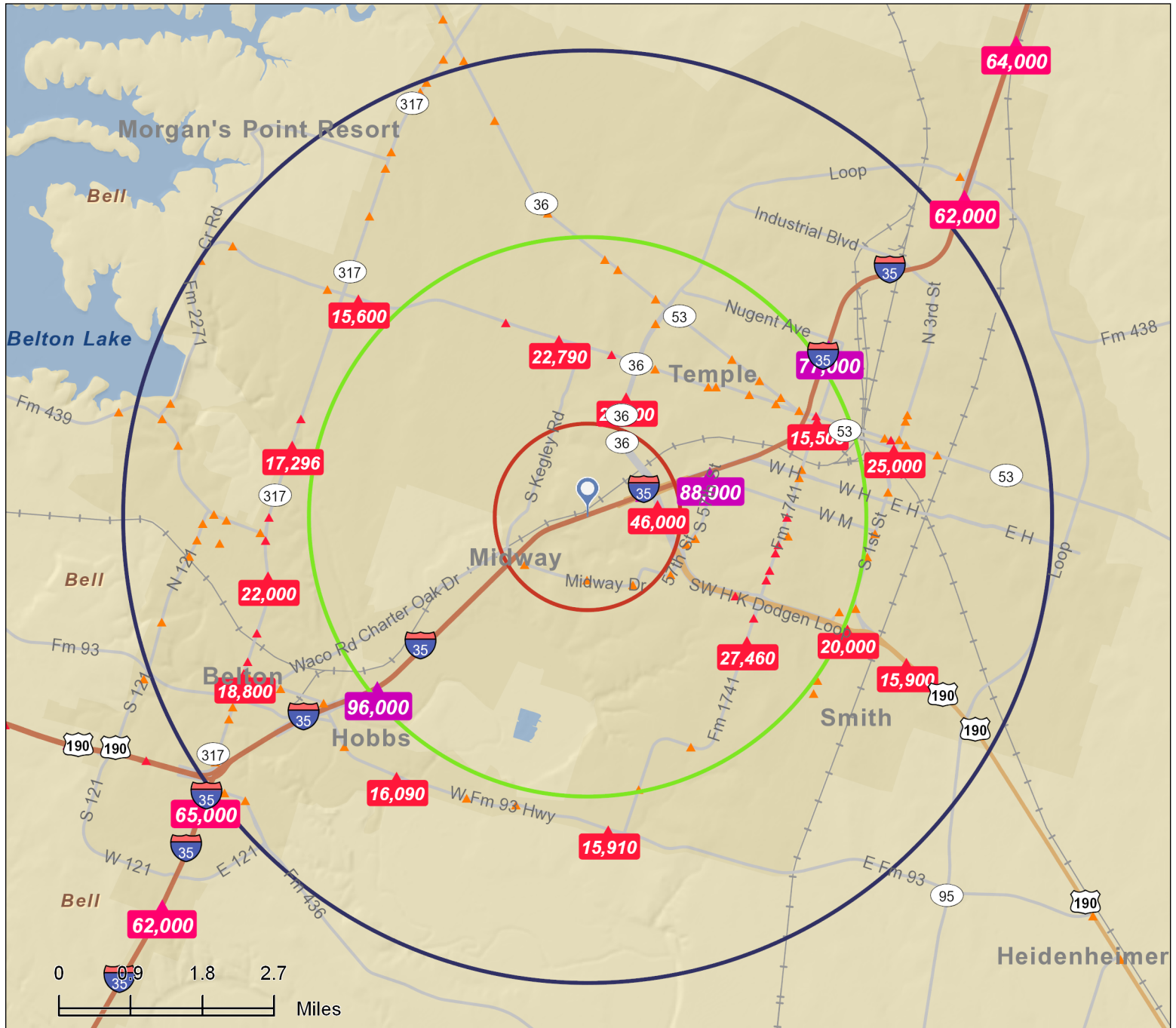




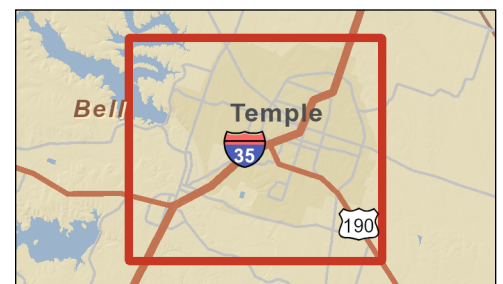
Traffic Count Map

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502
Ring: 1, 3, 5 Miles

Prepared by Daunish Uddin
Latitude: 31.086591
Longitude: -97.399151



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: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

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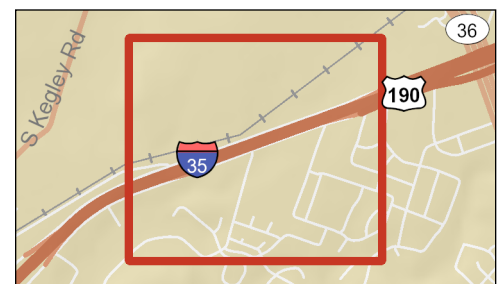
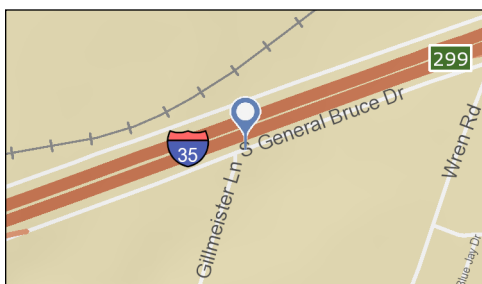
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Traffic Count Map - Close Up

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502
Ring: 1, 3, 5 Miles

Prepared by Daunish Uddin
Latitude: 31.086591
Longitude: -97.399151



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

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Demographic and Income Profile

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 1 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

Summary	Census 2010	2012	2017
Population	4,475	4,542	4,815
Households	2,091	2,122	2,262
Families	1,160	1,145	1,228
Average Household Size	2.14	2.14	2.13
Owner Occupied Housing Units	1,029	1,003	1,095
Renter Occupied Housing Units	1,062	1,119	1,167
Median Age	39.9	40.6	42.0
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	1.17%	1.49%	0.68%
Households	1.29%	1.51%	0.74%
Families	1.41%	1.73%	0.72%
Owner HHs	1.77%	1.82%	0.91%
Median Household Income	2.45%	3.07%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	200	9.4%	184	8.1%
\$15,000 - \$24,999	227	10.7%	168	7.4%
\$25,000 - \$34,999	160	7.5%	114	5.0%
\$35,000 - \$49,999	353	16.6%	310	13.7%
\$50,000 - \$74,999	465	21.9%	613	27.1%
\$75,000 - \$99,999	224	10.6%	302	13.4%
\$100,000 - \$149,999	290	13.7%	336	14.9%
\$150,000 - \$199,999	143	6.7%	171	7.6%
\$200,000+	60	2.8%	66	2.9%

Median Household Income	\$54,577	\$61,611
Average Household Income	\$72,617	\$80,812
Per Capita Income	\$34,555	\$38,660

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	254	5.7%	256	5.6%	268	5.6%
5 - 9	227	5.1%	225	5.0%	233	4.8%
10 - 14	204	4.6%	201	4.4%	211	4.4%
15 - 19	232	5.2%	223	4.9%	221	4.6%
20 - 24	371	8.3%	382	8.4%	371	7.7%
25 - 34	681	15.2%	698	15.4%	737	15.3%
35 - 44	493	11.0%	481	10.6%	492	10.2%
45 - 54	571	12.8%	559	12.3%	539	11.2%
55 - 64	568	12.7%	599	13.2%	657	13.6%
65 - 74	404	9.0%	436	9.6%	550	11.4%
75 - 84	328	7.3%	332	7.3%	367	7.6%
85+	141	3.2%	151	3.3%	169	3.5%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,626	81.0%	3,654	80.4%	3,802	79.0%
Black Alone	352	7.9%	350	7.7%	365	7.6%
American Indian Alone	17	0.4%	19	0.4%	24	0.5%
Asian Alone	161	3.6%	180	4.0%	230	4.8%
Pacific Islander Alone	3	0.1%	3	0.1%	3	0.1%
Some Other Race Alone	214	4.8%	232	5.1%	274	5.7%
Two or More Races	101	2.3%	105	2.3%	117	2.4%
Hispanic Origin (Any Race)	677	15.1%	740	16.3%	930	19.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

September 09, 2013

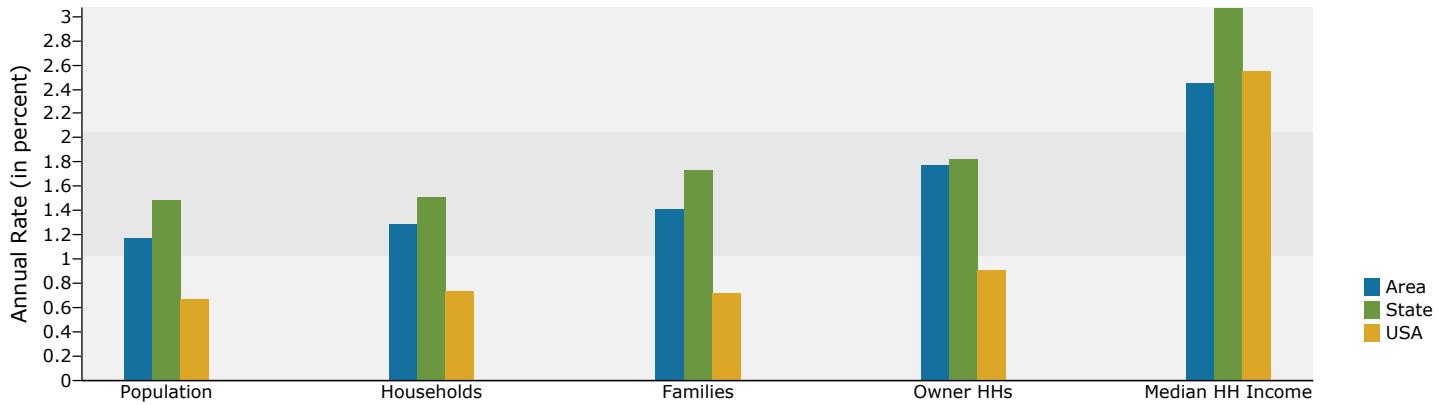


Demographic and Income Profile

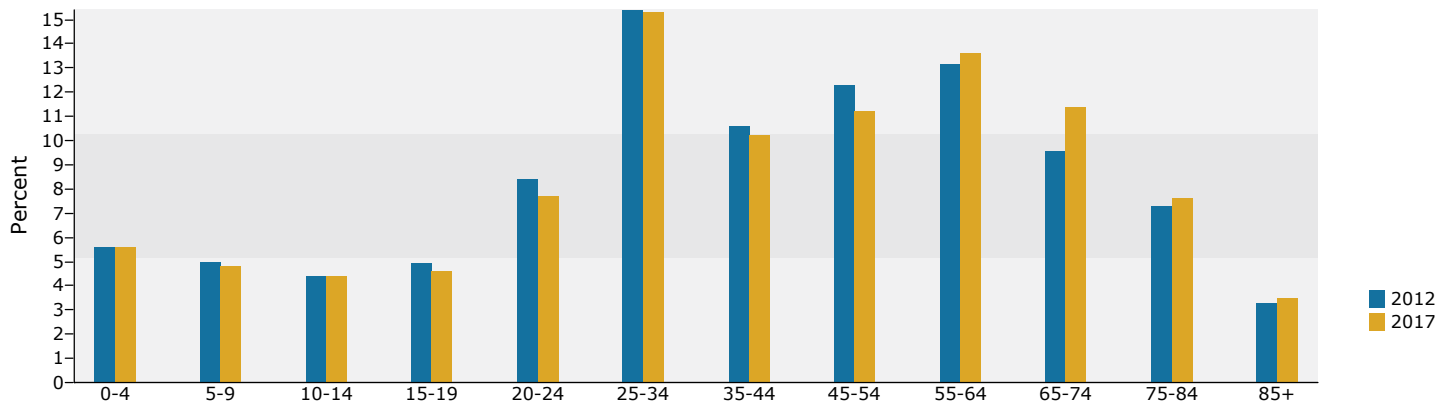
4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 1 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

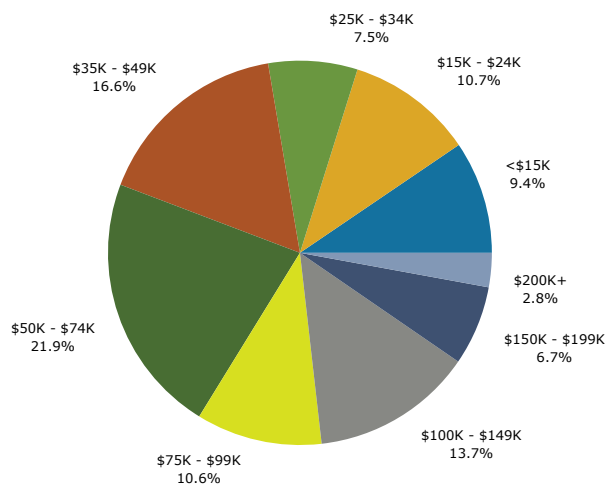
Trends 2012-2017



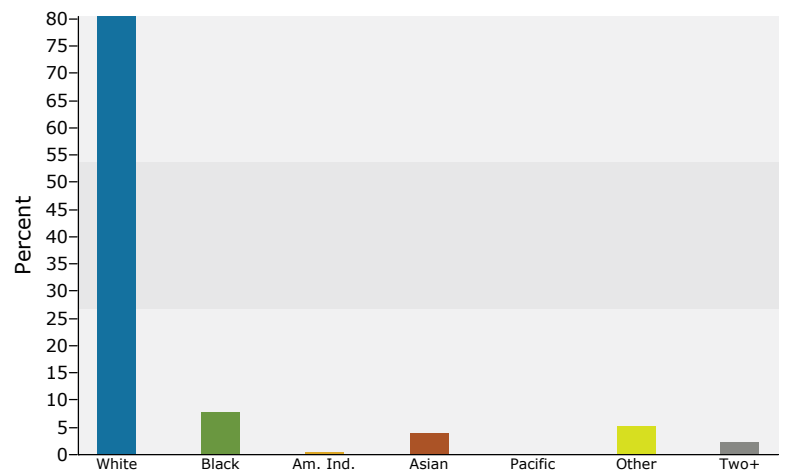
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 16.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

September 09, 2013



Demographic and Income Profile

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 3 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

Summary	Census 2010		2012		2017	
Population	41,654		43,679		48,980	
Households	17,260		18,056		20,311	
Families	10,634		10,906		12,416	
Average Household Size	2.36		2.37		2.37	
Owner Occupied Housing Units	9,255		9,383		10,720	
Renter Occupied Housing Units	8,005		8,673		9,591	
Median Age	35.2		35.2		35.6	
Trends: 2012 - 2017 Annual Rate	Area		State		National	
Population	2.32%		1.49%		0.68%	
Households	2.38%		1.51%		0.74%	
Families	2.63%		1.73%		0.72%	
Owner HHs	2.70%		1.82%		0.91%	
Median Household Income	2.41%		3.07%		2.55%	
Households by Income			2012		2017	
			Number	Percent	Number	Percent
<\$15,000			2,099	11.6%	2,147	10.6%
\$15,000 - \$24,999			1,841	10.2%	1,495	7.4%
\$25,000 - \$34,999			1,951	10.8%	1,571	7.7%
\$35,000 - \$49,999			3,047	16.9%	2,809	13.8%
\$50,000 - \$74,999			3,974	22.0%	5,630	27.7%
\$75,000 - \$99,999			1,886	10.4%	2,740	13.5%
\$100,000 - \$149,999			1,873	10.4%	2,313	11.4%
\$150,000 - \$199,999			715	4.0%	856	4.2%
\$200,000+			671	3.7%	750	3.7%
Median Household Income			\$50,355		\$56,725	
Average Household Income			\$67,447		\$75,180	
Per Capita Income			\$28,406		\$31,631	
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,361	8.1%	3,530	8.1%	3,996	8.2%
5 - 9	2,933	7.0%	3,057	7.0%	3,423	7.0%
10 - 14	2,508	6.0%	2,589	5.9%	2,933	6.0%
15 - 19	2,405	5.8%	2,397	5.5%	2,558	5.2%
20 - 24	3,078	7.4%	3,295	7.5%	3,413	7.0%
25 - 34	6,445	15.5%	6,869	15.7%	7,790	15.9%
35 - 44	4,797	11.5%	4,880	11.2%	5,351	10.9%
45 - 54	5,378	12.9%	5,445	12.5%	5,606	11.4%
55 - 64	4,507	10.8%	4,900	11.2%	5,679	11.6%
65 - 74	2,786	6.7%	3,079	7.0%	4,051	8.3%
75 - 84	2,135	5.1%	2,205	5.0%	2,528	5.2%
85+	1,323	3.2%	1,434	3.3%	1,654	3.4%
Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	30,364	72.9%	31,678	72.5%	35,024	71.5%
Black Alone	5,735	13.8%	5,876	13.5%	6,384	13.0%
American Indian Alone	240	0.6%	269	0.6%	353	0.7%
Asian Alone	1,021	2.5%	1,167	2.7%	1,547	3.2%
Pacific Islander Alone	64	0.2%	64	0.1%	67	0.1%
Some Other Race Alone	2,876	6.9%	3,188	7.3%	3,893	7.9%
Two or More Races	1,353	3.2%	1,437	3.3%	1,712	3.5%
Hispanic Origin (Any Race)	8,822	21.2%	9,864	22.6%	12,828	26.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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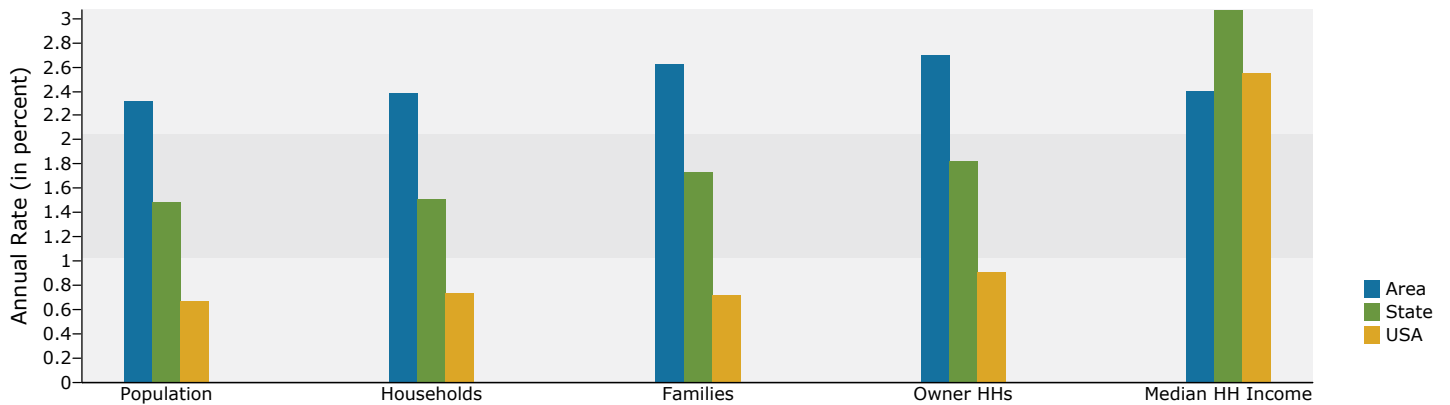


Demographic and Income Profile

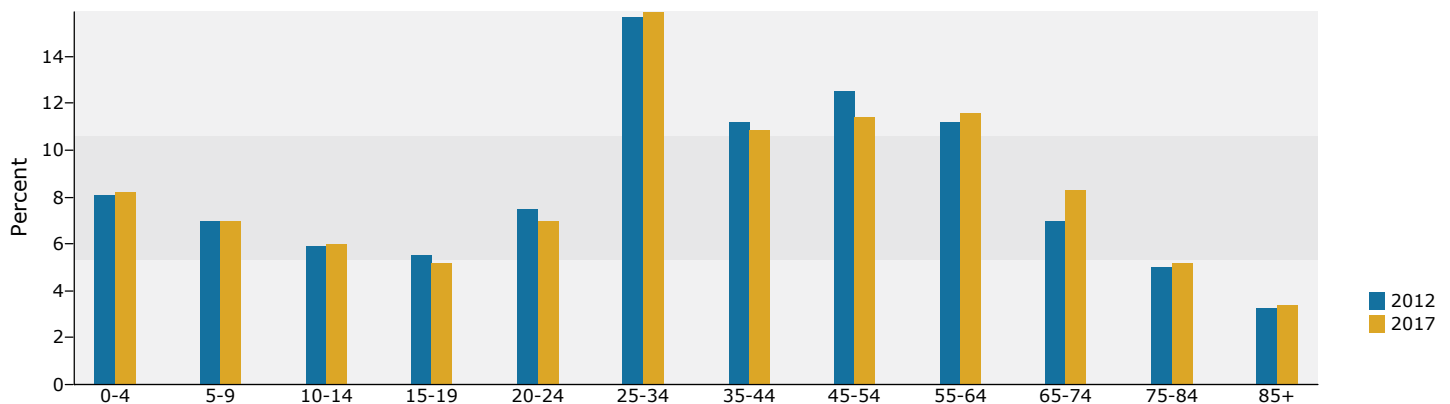
4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 3 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

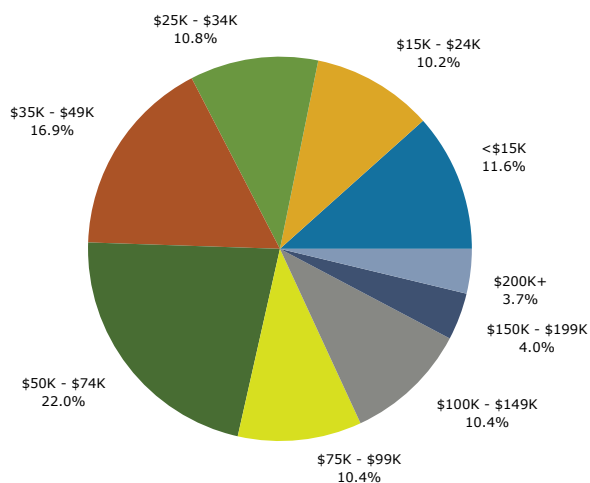
Trends 2012-2017



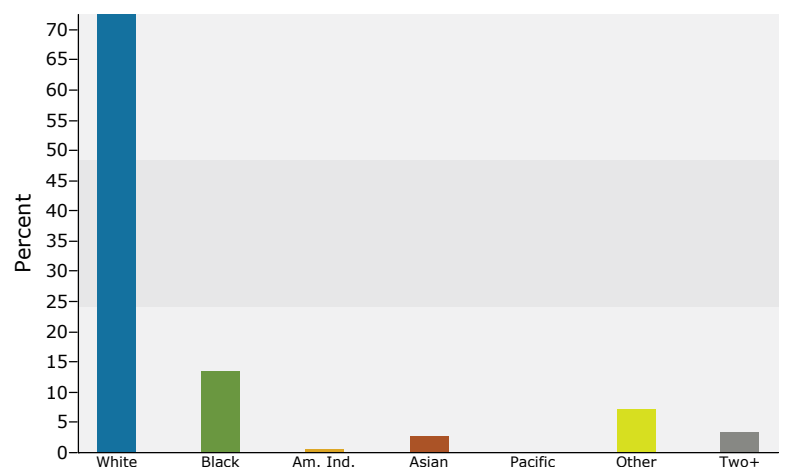
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 22.6%



Demographic and Income Profile

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 5 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

Summary	Census 2010	2012	2017
Population	78,227	82,295	91,477
Households	30,451	32,001	35,823
Families	19,433	20,083	22,757
Average Household Size	2.48	2.49	2.48
Owner Occupied Housing Units	16,858	17,260	19,640
Renter Occupied Housing Units	13,593	14,741	16,182
Median Age	34.2	34.4	34.9
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	2.14%	1.49%	0.68%
Households	2.28%	1.51%	0.74%
Families	2.53%	1.73%	0.72%
Owner HHs	2.62%	1.82%	0.91%
Median Household Income	3.24%	3.07%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	5,049	15.8%	5,148	14.4%
\$15,000 - \$24,999	3,423	10.7%	2,828	7.9%
\$25,000 - \$34,999	3,446	10.8%	2,870	8.0%
\$35,000 - \$49,999	5,077	15.9%	4,680	13.1%
\$50,000 - \$74,999	6,700	20.9%	9,472	26.4%
\$75,000 - \$99,999	3,016	9.4%	4,359	12.2%
\$100,000 - \$149,999	3,180	9.9%	3,978	11.1%
\$150,000 - \$199,999	1,054	3.3%	1,277	3.6%
\$200,000+	1,056	3.3%	1,212	3.4%

Median Household Income	\$46,223	\$54,200
Average Household Income	\$62,876	\$70,706
Per Capita Income	\$25,585	\$28,727

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,374	8.1%	6,683	8.1%	7,455	8.1%
5 - 9	5,774	7.4%	6,036	7.3%	6,676	7.3%
10 - 14	5,211	6.7%	5,392	6.6%	6,024	6.6%
15 - 19	5,312	6.8%	5,306	6.4%	5,574	6.1%
20 - 24	6,024	7.7%	6,414	7.8%	6,553	7.2%
25 - 34	11,216	14.3%	12,035	14.6%	13,564	14.8%
35 - 44	8,904	11.4%	9,129	11.1%	9,940	10.9%
45 - 54	10,226	13.1%	10,398	12.6%	10,631	11.6%
55 - 64	8,453	10.8%	9,255	11.2%	10,706	11.7%
65 - 74	5,045	6.4%	5,635	6.8%	7,444	8.1%
75 - 84	3,677	4.7%	3,827	4.7%	4,405	4.8%
85+	2,011	2.6%	2,185	2.7%	2,504	2.7%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	55,081	70.4%	57,985	70.5%	64,025	70.0%
Black Alone	11,633	14.9%	11,733	14.3%	12,339	13.5%
American Indian Alone	498	0.6%	564	0.7%	722	0.8%
Asian Alone	1,489	1.9%	1,735	2.1%	2,322	2.5%
Pacific Islander Alone	112	0.1%	112	0.1%	117	0.1%
Some Other Race Alone	6,845	8.8%	7,446	9.0%	8,779	9.6%
Two or More Races	2,570	3.3%	2,721	3.3%	3,173	3.5%
Hispanic Origin (Any Race)	18,732	23.9%	20,674	25.1%	26,055	28.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

September 09, 2013

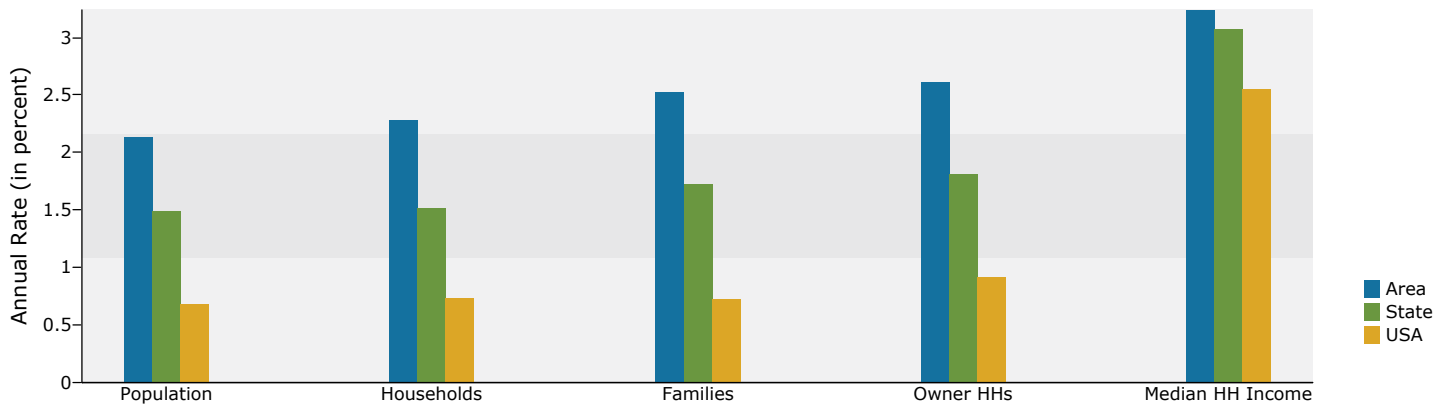


Demographic and Income Profile

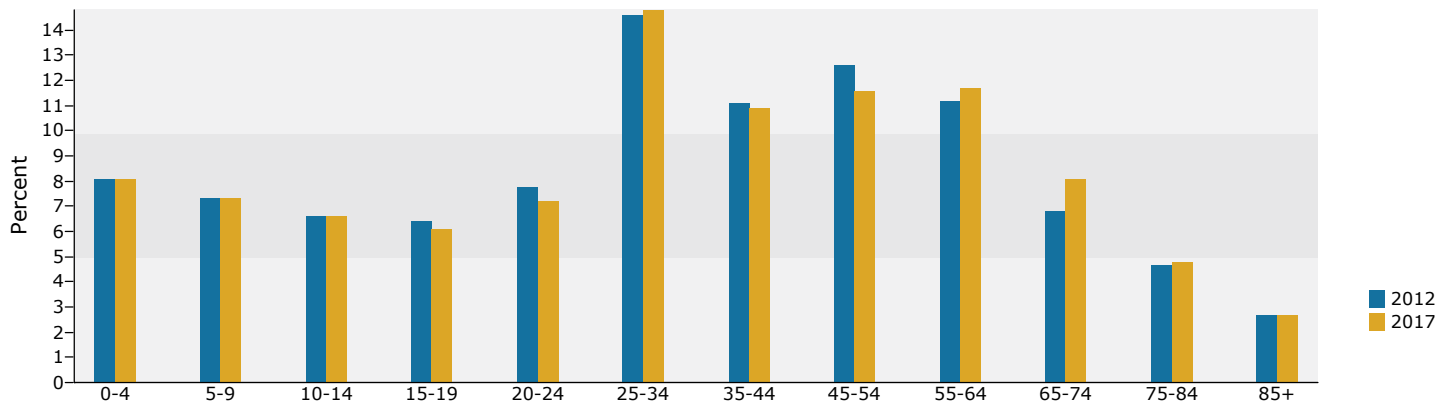
4515 S. General Bruce
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Latitude: 31.086591011
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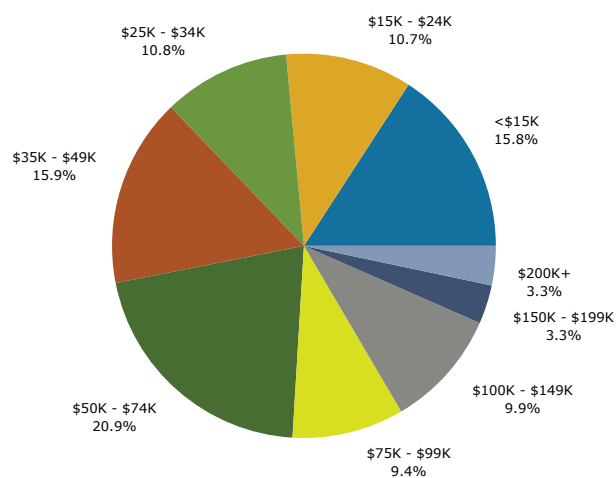
Trends 2012-2017



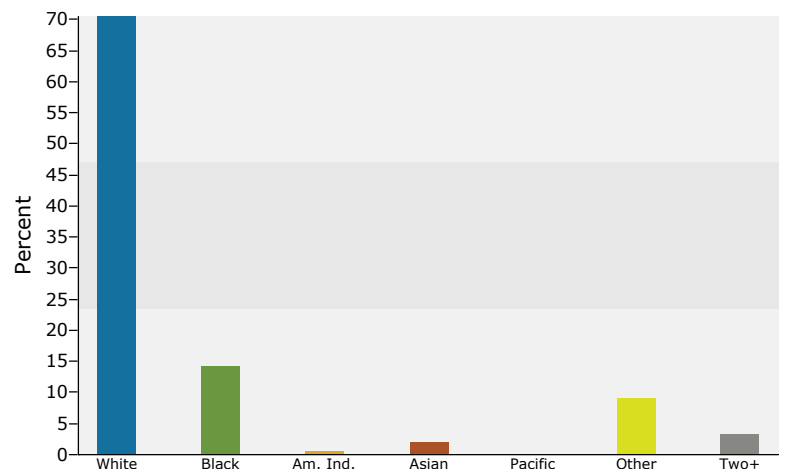
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 25.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

September 09, 2013



Restaurant Market Potential

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 1 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

Demographic Summary		2012	2017	
Population		4,542	4,815	
Population 18+		3,716	3,961	
Households		2,122	2,262	
Median Household Income		\$54,577	\$61,611	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		2,798	76.4%	106
Family restaurant/steak house last month: <2 times		979	26.7%	104
Family restaurant/steak house last month: 2-4 times		1,043	28.5%	106
Family restaurant/steak house last month: 5+ times		777	21.2%	110
Family restaurant/steak house last 6 months: breakfast		488	13.3%	102
Family restaurant/steak house last 6 months: lunch		1,024	28.0%	113
Family restaurant/steak house last 6 months: snack		88	2.4%	86
Family restaurant/steak house last 6 months: dinner		2,078	56.8%	108
Family restaurant/steak house last 6 months: weekday		1,601	43.7%	114
Family restaurant/steak house last 6 months: weekend		1,665	45.5%	103
Family restaurant/steak house last 6 months: Applebee's		1,141	31.2%	124
Family restaurant/steak house last 6 months: Bennigan's		84	2.3%	103
Family restaurant/steak house last 6 months: Bob Evans Farm		220	6.0%	133
Family restaurant/steak house last 6 months: Cheesecake Factory		208	5.7%	85
Family restaurant/steak house last 6 months: Chili's Grill & Bar		454	12.4%	106
Family restaurant/steak house last 6 months: Cracker Barrel		415	11.3%	103
Family restaurant/steak house last 6 months: Denny's		343	9.4%	103
Family restaurant/steak house last 6 months: Friendly's		147	4.0%	102
Family restaurant/steak house last 6 months: Golden Corral		229	6.3%	87
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		470	12.8%	110
Family restaurant/steak house last 6 months: Lone Star Steakhouse		118	3.2%	120
Family restaurant/steak house last 6 months: Old Country Buffet		85	2.3%	83
Family restaurant/steak house last 6 months: Olive Garden		787	21.5%	121
Family restaurant/steak house last 6 months: Outback Steakhouse		429	11.7%	103
Family restaurant/steak house last 6 months: Perkins		163	4.5%	124
Family restaurant/steak house last 6 months: Red Lobster		535	14.6%	109
Family restaurant/steak house last 6 months: Red Robin		216	5.9%	105
Family restaurant/steak house last 6 months: Ruby Tuesday		335	9.2%	110
Family restaurant/steak house last 6 months: Ryan's		78	2.1%	57
Family restaurant/steak house last 6 months: Sizzler		113	3.1%	101
Family restaurant/steak house last 6 months: T.G.I. Friday's		337	9.2%	89
Went to fast food/drive-in restaurant in last 6 months		3,361	91.8%	104
Went to fast food/drive-in restaurant <6 times/month		1,364	37.3%	107
Went to fast food/drive-in restaurant 6-13 times/month		1,105	30.2%	105
Went to fast food/drive-in restaurant 14+ times/month		892	24.4%	98
Fast food/drive-in last 6 months: breakfast		997	27.2%	99
Fast food/drive-in last 6 months: lunch		2,257	61.7%	105
Fast food/drive-in last 6 months: snack		639	17.5%	100
Fast food/drive-in last 6 months: dinner		1,882	51.4%	107

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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 2012 and 2017.

September 09, 2013



Restaurant Market Potential

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 1 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	2,634	72.0%	109
Fast food/drive-in last 6 months: weekend	1,766	48.3%	100
Fast food/drive-in last 6 months: A & W	176	4.8%	106
Fast food/drive-in last 6 months: Arby's	879	24.0%	118
Fast food/drive-in last 6 months: Boston Market	168	4.6%	96
Fast food/drive-in last 6 months: Burger King	1,348	36.8%	102
Fast food/drive-in last 6 months: Captain D's	133	3.6%	72
Fast food/drive-in last 6 months: Carl's Jr.	183	5.0%	79
Fast food/drive-in last 6 months: Checkers	90	2.5%	77
Fast food/drive-in last 6 months: Chick-fil-A	514	14.0%	109
Fast food/drive-in last 6 months: Chipotle Mex. Grill	216	5.9%	96
Fast food/drive-in last 6 months: Chuck E. Cheese's	133	3.6%	81
Fast food/drive-in last 6 months: Church's Fr. Chicken	131	3.6%	84
Fast food/drive-in last 6 months: Dairy Queen	732	20.0%	126
Fast food/drive-in last 6 months: Del Taco	95	2.6%	76
Fast food/drive-in last 6 months: Domino's Pizza	494	13.5%	100
Fast food/drive-in last 6 months: Dunkin' Donuts	357	9.8%	85
Fast food/drive-in last 6 months: Fuddruckers	74	2.0%	71
Fast food/drive-in last 6 months: Hardee's	236	6.4%	96
Fast food/drive-in last 6 months: Jack in the Box	402	11.0%	104
Fast food/drive-in last 6 months: KFC	1,016	27.8%	101
Fast food/drive-in last 6 months: Little Caesars	304	8.3%	114
Fast food/drive-in last 6 months: Long John Silver's	273	7.5%	119
Fast food/drive-in last 6 months: McDonald's	2,124	58.0%	104
Fast food/drive-in last 6 months: Panera Bread	405	11.1%	114
Fast food/drive-in last 6 months: Papa John's	373	10.2%	117
Fast food/drive-in last 6 months: Pizza Hut	937	25.6%	117
Fast food/drive-in last 6 months: Popeyes	195	5.3%	73
Fast food/drive-in last 6 months: Quiznos	364	9.9%	109
Fast food/drive-in last 6 months: Sonic Drive-In	453	12.4%	105
Fast food/drive-in last 6 months: Starbucks	590	16.1%	107
Fast food/drive-in last 6 months: Steak n Shake	235	6.4%	128
Fast food/drive-in last 6 months: Subway	1,282	35.0%	111
Fast food/drive-in last 6 months: Taco Bell	1,172	32.0%	100
Fast food/drive-in last 6 months: Wendy's	1,262	34.5%	111
Fast food/drive-in last 6 months: Whataburger	171	4.7%	96
Fast food/drive-in last 6 months: White Castle	123	3.4%	85
Fast food/drive-in last 6 months: eat in	1,462	39.9%	106
Fast food/drive-in last 6 months: home delivery	432	11.8%	113
Fast food/drive-in last 6 months: take-out/drive-thru	2,034	55.6%	107
Fast food/drive-in last 6 months: take-out/walk-in	971	26.5%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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September 09, 2013



Restaurant Market Potential

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 3 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

Demographic Summary		2012	2017	
Population		43,679	48,980	
Population 18+		33,011	37,031	
Households		18,056	20,311	
Median Household Income		\$50,355	\$56,725	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		24,352	73.5%	102
Family restaurant/steak house last month: <2 times		8,471	25.6%	100
Family restaurant/steak house last month: 2-4 times		9,039	27.3%	101
Family restaurant/steak house last month: 5+ times		6,843	20.7%	107
Family restaurant/steak house last 6 months: breakfast		4,495	13.6%	104
Family restaurant/steak house last 6 months: lunch		8,605	26.0%	105
Family restaurant/steak house last 6 months: snack		792	2.4%	85
Family restaurant/steak house last 6 months: dinner		17,806	53.8%	102
Family restaurant/steak house last 6 months: weekday		13,215	39.9%	104
Family restaurant/steak house last 6 months: weekend		14,884	44.9%	101
Family restaurant/steak house last 6 months: Applebee's		9,008	27.2%	108
Family restaurant/steak house last 6 months: Bennigan's		775	2.3%	105
Family restaurant/steak house last 6 months: Bob Evans Farm		1,716	5.2%	115
Family restaurant/steak house last 6 months: Cheesecake Factory		1,801	5.4%	82
Family restaurant/steak house last 6 months: Chili's Grill & Bar		3,938	11.9%	102
Family restaurant/steak house last 6 months: Cracker Barrel		3,878	11.7%	107
Family restaurant/steak house last 6 months: Denny's		2,867	8.7%	95
Family restaurant/steak house last 6 months: Friendly's		1,065	3.2%	82
Family restaurant/steak house last 6 months: Golden Corral		2,591	7.8%	109
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		4,054	12.2%	105
Family restaurant/steak house last 6 months: Lone Star Steakhouse		991	3.0%	111
Family restaurant/steak house last 6 months: Old Country Buffet		838	2.5%	90
Family restaurant/steak house last 6 months: Olive Garden		6,262	18.9%	107
Family restaurant/steak house last 6 months: Outback Steakhouse		3,704	11.2%	98
Family restaurant/steak house last 6 months: Perkins		1,332	4.0%	112
Family restaurant/steak house last 6 months: Red Lobster		4,468	13.5%	101
Family restaurant/steak house last 6 months: Red Robin		1,816	5.5%	97
Family restaurant/steak house last 6 months: Ruby Tuesday		2,779	8.4%	101
Family restaurant/steak house last 6 months: Ryan's		1,185	3.6%	96
Family restaurant/steak house last 6 months: Sizzler		853	2.6%	84
Family restaurant/steak house last 6 months: T.G.I. Friday's		3,017	9.1%	88
Went to fast food/drive-in restaurant in last 6 months		29,772	89.9%	102
Went to fast food/drive-in restaurant <6 times/month		11,580	35.0%	100
Went to fast food/drive-in restaurant 6-13 times/month		9,791	29.6%	103
Went to fast food/drive-in restaurant 14+ times/month		8,401	25.4%	102
Fast food/drive-in last 6 months: breakfast		9,096	27.5%	100
Fast food/drive-in last 6 months: lunch		19,824	59.9%	102
Fast food/drive-in last 6 months: snack		5,487	16.6%	95
Fast food/drive-in last 6 months: dinner		16,702	50.4%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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September 09, 2013



Restaurant Market Potential

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 3 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	22,613	68.3%	103
Fast food/drive-in last 6 months: weekend	16,009	48.3%	100
Fast food/drive-in last 6 months: A & W	1,537	4.6%	103
Fast food/drive-in last 6 months: Arby's	8,021	24.2%	119
Fast food/drive-in last 6 months: Boston Market	1,464	4.4%	92
Fast food/drive-in last 6 months: Burger King	12,429	37.5%	104
Fast food/drive-in last 6 months: Captain D's	1,627	4.9%	97
Fast food/drive-in last 6 months: Carl's Jr.	1,608	4.9%	76
Fast food/drive-in last 6 months: Checkers	940	2.8%	89
Fast food/drive-in last 6 months: Chick-fil-A	4,849	14.6%	114
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,873	5.7%	92
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,396	4.2%	94
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,425	4.3%	100
Fast food/drive-in last 6 months: Dairy Queen	6,040	18.2%	115
Fast food/drive-in last 6 months: Del Taco	882	2.7%	78
Fast food/drive-in last 6 months: Domino's Pizza	4,527	13.7%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	3,005	9.1%	79
Fast food/drive-in last 6 months: Fuddruckers	827	2.5%	88
Fast food/drive-in last 6 months: Hardee's	2,352	7.1%	106
Fast food/drive-in last 6 months: Jack in the Box	3,476	10.5%	100
Fast food/drive-in last 6 months: KFC	9,220	27.8%	102
Fast food/drive-in last 6 months: Little Caesars	2,775	8.4%	115
Fast food/drive-in last 6 months: Long John Silver's	2,497	7.5%	121
Fast food/drive-in last 6 months: McDonald's	18,924	57.1%	103
Fast food/drive-in last 6 months: Panera Bread	3,032	9.2%	94
Fast food/drive-in last 6 months: Papa John's	3,338	10.1%	116
Fast food/drive-in last 6 months: Pizza Hut	8,070	24.4%	111
Fast food/drive-in last 6 months: Popeyes	2,091	6.3%	86
Fast food/drive-in last 6 months: Quiznos	3,125	9.4%	104
Fast food/drive-in last 6 months: Sonic Drive-In	4,388	13.3%	113
Fast food/drive-in last 6 months: Starbucks	4,795	14.5%	96
Fast food/drive-in last 6 months: Steak n Shake	1,866	5.6%	112
Fast food/drive-in last 6 months: Subway	10,831	32.7%	103
Fast food/drive-in last 6 months: Taco Bell	11,007	33.2%	104
Fast food/drive-in last 6 months: Wendy's	11,126	33.6%	109
Fast food/drive-in last 6 months: Whataburger	1,698	5.1%	105
Fast food/drive-in last 6 months: White Castle	1,198	3.6%	91
Fast food/drive-in last 6 months: eat in	12,189	36.8%	98
Fast food/drive-in last 6 months: home delivery	3,740	11.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	18,416	55.6%	107
Fast food/drive-in last 6 months: take-out/walk-in	8,060	24.3%	99

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September 09, 2013



Restaurant Market Potential

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 5 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

Demographic Summary		2012	2017	
Population		82,295	91,477	
Population 18+		61,198	68,156	
Households		32,001	35,823	
Median Household Income		\$46,223	\$54,200	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		43,831	71.8%	100
Family restaurant/steak house last month: <2 times		15,488	25.4%	99
Family restaurant/steak house last month: 2-4 times		16,247	26.6%	99
Family restaurant/steak house last month: 5+ times		12,098	19.8%	102
Family restaurant/steak house last 6 months: breakfast		8,134	13.3%	102
Family restaurant/steak house last 6 months: lunch		15,262	25.0%	101
Family restaurant/steak house last 6 months: snack		1,539	2.5%	90
Family restaurant/steak house last 6 months: dinner		31,705	51.9%	98
Family restaurant/steak house last 6 months: weekday		23,274	38.1%	99
Family restaurant/steak house last 6 months: weekend		26,993	44.2%	100
Family restaurant/steak house last 6 months: Applebee's		15,744	25.8%	102
Family restaurant/steak house last 6 months: Bennigan's		1,350	2.2%	100
Family restaurant/steak house last 6 months: Bob Evans Farm		3,190	5.2%	116
Family restaurant/steak house last 6 months: Cheesecake Factory		3,052	5.0%	75
Family restaurant/steak house last 6 months: Chili's Grill & Bar		6,705	11.0%	94
Family restaurant/steak house last 6 months: Cracker Barrel		7,184	11.8%	107
Family restaurant/steak house last 6 months: Denny's		5,014	8.2%	91
Family restaurant/steak house last 6 months: Friendly's		2,137	3.5%	89
Family restaurant/steak house last 6 months: Golden Corral		5,138	8.4%	117
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		6,826	11.2%	96
Family restaurant/steak house last 6 months: Lone Star Steakhouse		1,821	3.0%	111
Family restaurant/steak house last 6 months: Old Country Buffet		1,802	3.0%	105
Family restaurant/steak house last 6 months: Olive Garden		10,608	17.4%	98
Family restaurant/steak house last 6 months: Outback Steakhouse		6,569	10.8%	94
Family restaurant/steak house last 6 months: Perkins		2,468	4.0%	112
Family restaurant/steak house last 6 months: Red Lobster		8,041	13.2%	98
Family restaurant/steak house last 6 months: Red Robin		3,220	5.3%	94
Family restaurant/steak house last 6 months: Ruby Tuesday		4,885	8.0%	96
Family restaurant/steak house last 6 months: Ryan's		2,614	4.3%	115
Family restaurant/steak house last 6 months: Sizzler		1,555	2.5%	83
Family restaurant/steak house last 6 months: T.G.I. Friday's		5,504	9.0%	87
Went to fast food/drive-in restaurant in last 6 months		54,634	89.5%	101
Went to fast food/drive-in restaurant <6 times/month		21,091	34.5%	99
Went to fast food/drive-in restaurant 6-13 times/month		17,725	29.0%	101
Went to fast food/drive-in restaurant 14+ times/month		15,819	25.9%	104
Fast food/drive-in last 6 months: breakfast		16,740	27.4%	100
Fast food/drive-in last 6 months: lunch		35,984	58.9%	100
Fast food/drive-in last 6 months: snack		9,917	16.2%	93
Fast food/drive-in last 6 months: dinner		30,450	49.9%	103

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September 09, 2013



Restaurant Market Potential

4515 S. General Bruce
4515 S General Bruce Dr, Temple, TX, 76502,
Ring: 5 mile radius

Prepared by Daunish Uddin
Latitude: 31.086591011
Longitude: -97.39915050

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	40,849	66.9%	101
Fast food/drive-in last 6 months: weekend	29,484	48.3%	100
Fast food/drive-in last 6 months: A & W	2,900	4.7%	105
Fast food/drive-in last 6 months: Arby's	14,725	24.1%	118
Fast food/drive-in last 6 months: Boston Market	2,526	4.1%	86
Fast food/drive-in last 6 months: Burger King	23,257	38.1%	106
Fast food/drive-in last 6 months: Captain D's	3,413	5.6%	110
Fast food/drive-in last 6 months: Carl's Jr.	2,891	4.7%	74
Fast food/drive-in last 6 months: Checkers	1,868	3.1%	96
Fast food/drive-in last 6 months: Chick-fil-A	8,509	13.9%	108
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,246	5.3%	86
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,630	4.3%	96
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,775	4.5%	106
Fast food/drive-in last 6 months: Dairy Queen	10,810	17.7%	112
Fast food/drive-in last 6 months: Del Taco	1,477	2.4%	71
Fast food/drive-in last 6 months: Domino's Pizza	8,401	13.8%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	5,485	9.0%	78
Fast food/drive-in last 6 months: Fuddruckers	1,501	2.5%	87
Fast food/drive-in last 6 months: Hardee's	4,857	8.0%	119
Fast food/drive-in last 6 months: Jack in the Box	6,036	9.9%	94
Fast food/drive-in last 6 months: KFC	17,387	28.5%	104
Fast food/drive-in last 6 months: Little Caesars	5,084	8.3%	114
Fast food/drive-in last 6 months: Long John Silver's	4,848	7.9%	127
Fast food/drive-in last 6 months: McDonald's	34,854	57.1%	103
Fast food/drive-in last 6 months: Panera Bread	5,109	8.4%	86
Fast food/drive-in last 6 months: Papa John's	5,933	9.7%	112
Fast food/drive-in last 6 months: Pizza Hut	14,694	24.1%	110
Fast food/drive-in last 6 months: Popeyes	4,017	6.6%	90
Fast food/drive-in last 6 months: Quiznos	5,422	8.9%	98
Fast food/drive-in last 6 months: Sonic Drive-In	8,050	13.2%	112
Fast food/drive-in last 6 months: Starbucks	7,984	13.1%	87
Fast food/drive-in last 6 months: Steak n Shake	3,300	5.4%	108
Fast food/drive-in last 6 months: Subway	19,470	31.9%	101
Fast food/drive-in last 6 months: Taco Bell	20,215	33.1%	103
Fast food/drive-in last 6 months: Wendy's	20,129	33.0%	106
Fast food/drive-in last 6 months: Whataburger	3,049	5.0%	102
Fast food/drive-in last 6 months: White Castle	2,411	3.9%	99
Fast food/drive-in last 6 months: eat in	21,827	35.7%	95
Fast food/drive-in last 6 months: home delivery	6,618	10.8%	104
Fast food/drive-in last 6 months: take-out/drive-thru	33,685	55.2%	106
Fast food/drive-in last 6 months: take-out/walk-in	14,627	23.9%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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