



# Restaurant Market Potential

Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 5 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
 Longitude: -98.16832

Demographic Summary	2018	2023
Population	19,833	22,345
Population 18+	13,885	15,644
Households	5,697	6,433
Median Household Income	\$50,230	\$58,724

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	10,854	78.2%	104
Went to family restaurant/steak house 4+ times/mo	3,884	28.0%	104
Spent at family restaurant/30 days: <\$31	1,082	7.8%	89
Spent at family restaurant/30 days: \$31-50	1,532	11.0%	111
Spent at family restaurant/30 days: \$51-100	2,323	16.7%	108
Spent at family restaurant/30 days: \$101-200	1,476	10.6%	114
Spent at family restaurant/30 days: \$201-300	356	2.6%	103
Family restaurant/steak house last 6 months: breakfast	2,059	14.8%	111
Family restaurant/steak house last 6 months: lunch	3,135	22.6%	116
Family restaurant/steak house last 6 months: dinner	6,617	47.7%	102
Family restaurant/steak house last 6 months: snack	410	3.0%	150
Family restaurant/steak house last 6 months: weekday	4,097	29.5%	96
Family restaurant/steak house last 6 months: weekend	6,378	45.9%	108
Fam rest/steak hse/6 months: Applebee`s	2,713	19.5%	87
Fam rest/steak hse/6 months: Bob Evans Farms	265	1.9%	52
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,802	13.0%	124
Fam rest/steak hse/6 months: California Pizza Kitchen	342	2.5%	88
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	591	4.3%	141
Fam rest/steak hse/6 months: The Cheesecake Factory	880	6.3%	88
Fam rest/steak hse/6 months: Chili`s Grill & Bar	1,964	14.1%	137
Fam rest/steak hse/6 months: CiCi`s Pizza	746	5.4%	151
Fam rest/steak hse/6 months: Cracker Barrel	1,620	11.7%	106
Fam rest/steak hse/6 months: Denny`s	1,644	11.8%	138
Fam rest/steak hse/6 months: Golden Corral	1,260	9.1%	122
Fam rest/steak hse/6 months: IHOP	1,631	11.7%	114
Fam rest/steak hse/6 months: Logan`s Roadhouse	633	4.6%	144
Fam rest/steak hse/6 months: LongHorn Steakhouse	766	5.5%	105
Fam rest/steak hse/6 months: Olive Garden	2,655	19.1%	114
Fam rest/steak hse/6 months: Outback Steakhouse	1,181	8.5%	95
Fam rest/steak hse/6 months: Red Lobster	1,393	10.0%	95
Fam rest/steak hse/6 months: Red Robin	1,221	8.8%	125
Fam rest/steak hse/6 months: Ruby Tuesday	601	4.3%	81
Fam rest/steak hse/6 months: Texas Roadhouse	1,682	12.1%	122
Fam rest/steak hse/6 months: T.G.I. Friday`s	723	5.2%	92
Fam rest/steak hse/6 months: Waffle House	1,071	7.7%	133
Went to fast food/drive-in restaurant in last 6 mo	12,813	92.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	6,284	45.3%	114
Spent at fast food restaurant/30 days: <\$11	506	3.6%	70
Spent at fast food restaurant/30 days: \$11-\$20	1,191	8.6%	81
Spent at fast food restaurant/30 days: \$21-\$40	2,240	16.1%	99
Spent at fast food restaurant/30 days: \$41-\$50	1,337	9.6%	107
Spent at fast food restaurant/30 days: \$51-\$100	2,700	19.4%	117
Spent at fast food restaurant/30 days: \$101-\$200	1,499	10.8%	136
Spent at fast food restaurant/30 days: \$201+	616	4.4%	159

**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 2018 and 2023.



# Restaurant Market Potential

Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 5 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
 Longitude: -98.16832

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	5,256	37.9%	103
Fast food/drive-in last 6 months: home delivery	1,467	10.6%	126
Fast food/drive-in last 6 months: take-out/drive-thru	7,510	54.1%	115
Fast food/drive-in last 6 months: take-out/walk-in	2,865	20.6%	98
Fast food/drive-in last 6 months: breakfast	5,225	37.6%	109
Fast food/drive-in last 6 months: lunch	7,604	54.8%	108
Fast food/drive-in last 6 months: dinner	6,847	49.3%	107
Fast food/drive-in last 6 months: snack	1,846	13.3%	106
Fast food/drive-in last 6 months: weekday	8,340	60.1%	101
Fast food/drive-in last 6 months: weekend	7,512	54.1%	113
Fast food/drive-in last 6 months: A & W	359	2.6%	100
Fast food/drive-in last 6 months: Arby`s	2,453	17.7%	106
Fast food/drive-in last 6 months: Baskin-Robbins	612	4.4%	126
Fast food/drive-in last 6 months: Boston Market	420	3.0%	91
Fast food/drive-in last 6 months: Burger King	4,586	33.0%	111
Fast food/drive-in last 6 months: Captain D`s	691	5.0%	118
Fast food/drive-in last 6 months: Carl`s Jr.	1,363	9.8%	171
Fast food/drive-in last 6 months: Checkers	469	3.4%	101
Fast food/drive-in last 6 months: Chick-fil-A	4,040	29.1%	133
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,874	13.5%	102
Fast food/drive-in last 6 months: Chuck E. Cheese`s	616	4.4%	144
Fast food/drive-in last 6 months: Church`s Fr. Chicken	812	5.8%	164
Fast food/drive-in last 6 months: Cold Stone Creamery	558	4.0%	125
Fast food/drive-in last 6 months: Dairy Queen	2,239	16.1%	105
Fast food/drive-in last 6 months: Del Taco	842	6.1%	172
Fast food/drive-in last 6 months: Domino`s Pizza	2,066	14.9%	121
Fast food/drive-in last 6 months: Dunkin` Donuts	1,437	10.3%	75
Went to Five Guys in last 6 months	1,404	10.1%	104
Fast food/drive-in last 6 months: Hardee`s	834	6.0%	96
Fast food/drive-in last 6 months: Jack in the Box	1,995	14.4%	180
Went to Jimmy John`s in last 6 months	1,075	7.7%	133
Fast food/drive-in last 6 months: KFC	2,937	21.2%	105
Fast food/drive-in last 6 months: Krispy Kreme	1,018	7.3%	127
Fast food/drive-in last 6 months: Little Caesars	2,911	21.0%	156
Fast food/drive-in last 6 months: Long John Silver`s	456	3.3%	90
Fast food/drive-in last 6 months: McDonald`s	7,552	54.4%	104
Went to Panda Express in last 6 months	2,131	15.3%	162
Fast food/drive-in last 6 months: Panera Bread	1,508	10.9%	85
Fast food/drive-in last 6 months: Papa John`s	1,815	13.1%	148
Fast food/drive-in last 6 months: Papa Murphy`s	859	6.2%	122
Fast food/drive-in last 6 months: Pizza Hut	3,013	21.7%	128
Fast food/drive-in last 6 months: Popeyes Chicken	1,521	11.0%	117
Fast food/drive-in last 6 months: Sonic Drive-In	2,104	15.2%	129
Fast food/drive-in last 6 months: Starbucks	2,635	19.0%	105
Fast food/drive-in last 6 months: Steak `n Shake	874	6.3%	114
Fast food/drive-in last 6 months: Subway	4,280	30.8%	113
Fast food/drive-in last 6 months: Taco Bell	4,323	31.1%	108
Fast food/drive-in last 6 months: Wendy`s	3,797	27.3%	109
Fast food/drive-in last 6 months: Whataburger	1,217	8.8%	184
Fast food/drive-in last 6 months: White Castle	294	2.1%	67

**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 2018 and 2023.



## Restaurant Market Potential

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 5 minute radius

Prepared by The Canvass Group  
Latitude: 26.26144  
Longitude: -98.16832

Went to fine dining restaurant last month	1,108	8.0%	74
Went to fine dining restaurant 3+ times last month	281	2.0%	63
Spent at fine dining restaurant/30 days: <\$51	171	1.2%	76
Spent at fine dining restaurant/30 days: \$51-\$100	329	2.4%	72
Spent at fine dining restaurant/30 days: \$101-\$200	293	2.1%	80

**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 2018 and 2023.

August 21, 2018



# Restaurant Market Potential

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 10 minute radius

Prepared by The Canvass Group

Latitude: 26.26144  
Longitude: -98.16832

Demographic Summary	2018	2023
Population	141,752	152,963
Population 18+	99,150	107,688
Households	42,326	45,620
Median Household Income	\$44,507	\$51,364

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	73,308	73.9%	98
Went to family restaurant/steak house 4+ times/mo	26,438	26.7%	99
Spent at family restaurant/30 days: <\$31	6,491	6.5%	75
Spent at family restaurant/30 days: \$31-50	8,700	8.8%	88
Spent at family restaurant/30 days: \$51-100	16,592	16.7%	108
Spent at family restaurant/30 days: \$101-200	8,950	9.0%	97
Spent at family restaurant/30 days: \$201-300	2,437	2.5%	99
Family restaurant/steak house last 6 months: breakfast	13,231	13.3%	100
Family restaurant/steak house last 6 months: lunch	22,961	23.2%	118
Family restaurant/steak house last 6 months: dinner	42,550	42.9%	92
Family restaurant/steak house last 6 months: snack	3,335	3.4%	171
Family restaurant/steak house last 6 months: weekday	26,272	26.5%	86
Family restaurant/steak house last 6 months: weekend	42,678	43.0%	101
Fam rest/steak hse/6 months: Applebee`s	18,611	18.8%	83
Fam rest/steak hse/6 months: Bob Evans Farms	1,768	1.8%	49
Fam rest/steak hse/6 months: Buffalo Wild Wings	10,755	10.8%	103
Fam rest/steak hse/6 months: California Pizza Kitchen	2,692	2.7%	97
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,266	3.3%	109
Fam rest/steak hse/6 months: The Cheesecake Factory	6,702	6.8%	94
Fam rest/steak hse/6 months: Chili`s Grill & Bar	12,027	12.1%	117
Fam rest/steak hse/6 months: CiCi`s Pizza	6,092	6.1%	173
Fam rest/steak hse/6 months: Cracker Barrel	8,563	8.6%	78
Fam rest/steak hse/6 months: Denny`s	14,360	14.5%	169
Fam rest/steak hse/6 months: Golden Corral	8,373	8.4%	113
Fam rest/steak hse/6 months: IHOP	10,113	10.2%	99
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,032	3.1%	97
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,638	4.7%	89
Fam rest/steak hse/6 months: Olive Garden	15,910	16.0%	96
Fam rest/steak hse/6 months: Outback Steakhouse	7,412	7.5%	84
Fam rest/steak hse/6 months: Red Lobster	9,298	9.4%	89
Fam rest/steak hse/6 months: Red Robin	7,573	7.6%	109
Fam rest/steak hse/6 months: Ruby Tuesday	3,842	3.9%	72
Fam rest/steak hse/6 months: Texas Roadhouse	9,497	9.6%	96
Fam rest/steak hse/6 months: T.G.I. Friday`s	5,312	5.4%	95
Fam rest/steak hse/6 months: Waffle House	6,435	6.5%	112
Went to fast food/drive-in restaurant in last 6 mo	90,084	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	39,775	40.1%	101
Spent at fast food restaurant/30 days: <\$11	4,231	4.3%	83
Spent at fast food restaurant/30 days: \$11-\$20	9,133	9.2%	87
Spent at fast food restaurant/30 days: \$21-\$40	14,331	14.5%	88
Spent at fast food restaurant/30 days: \$41-\$50	9,325	9.4%	105
Spent at fast food restaurant/30 days: \$51-\$100	18,268	18.4%	111
Spent at fast food restaurant/30 days: \$101-\$200	8,778	8.9%	111
Spent at fast food restaurant/30 days: \$201+	3,902	3.9%	141

**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 2018 and 2023.

August 21, 2018



# Restaurant Market Potential

Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 10 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
 Longitude: -98.16832

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	36,812	37.1%	101
Fast food/drive-in last 6 months: home delivery	10,064	10.2%	121
Fast food/drive-in last 6 months: take-out/drive-thru	45,377	45.8%	97
Fast food/drive-in last 6 months: take-out/walk-in	17,123	17.3%	82
Fast food/drive-in last 6 months: breakfast	31,400	31.7%	91
Fast food/drive-in last 6 months: lunch	48,595	49.0%	96
Fast food/drive-in last 6 months: dinner	44,665	45.0%	98
Fast food/drive-in last 6 months: snack	12,190	12.3%	98
Fast food/drive-in last 6 months: weekday	52,767	53.2%	89
Fast food/drive-in last 6 months: weekend	49,540	50.0%	104
Fast food/drive-in last 6 months: A & W	2,076	2.1%	81
Fast food/drive-in last 6 months: Arby`s	12,710	12.8%	77
Fast food/drive-in last 6 months: Baskin-Robbins	4,031	4.1%	116
Fast food/drive-in last 6 months: Boston Market	3,638	3.7%	111
Fast food/drive-in last 6 months: Burger King	31,990	32.3%	109
Fast food/drive-in last 6 months: Captain D`s	3,092	3.1%	74
Fast food/drive-in last 6 months: Carl`s Jr.	10,475	10.6%	184
Fast food/drive-in last 6 months: Checkers	3,252	3.3%	98
Fast food/drive-in last 6 months: Chick-fil-A	21,084	21.3%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	12,101	12.2%	93
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,306	4.3%	141
Fast food/drive-in last 6 months: Church`s Fr. Chicken	6,798	6.9%	192
Fast food/drive-in last 6 months: Cold Stone Creamery	3,485	3.5%	109
Fast food/drive-in last 6 months: Dairy Queen	13,238	13.4%	87
Fast food/drive-in last 6 months: Del Taco	5,147	5.2%	147
Fast food/drive-in last 6 months: Domino`s Pizza	14,886	15.0%	122
Fast food/drive-in last 6 months: Dunkin` Donuts	9,987	10.1%	73
Went to Five Guys in last 6 months	7,905	8.0%	82
Fast food/drive-in last 6 months: Hardee`s	4,110	4.1%	66
Fast food/drive-in last 6 months: Jack in the Box	16,040	16.2%	203
Went to Jimmy John`s in last 6 months	5,953	6.0%	103
Fast food/drive-in last 6 months: KFC	20,222	20.4%	101
Fast food/drive-in last 6 months: Krispy Kreme	6,676	6.7%	117
Fast food/drive-in last 6 months: Little Caesars	20,196	20.4%	151
Fast food/drive-in last 6 months: Long John Silver`s	3,333	3.4%	92
Fast food/drive-in last 6 months: McDonald`s	53,316	53.8%	102
Went to Panda Express in last 6 months	14,265	14.4%	152
Fast food/drive-in last 6 months: Panera Bread	8,720	8.8%	69
Fast food/drive-in last 6 months: Papa John`s	10,925	11.0%	125
Fast food/drive-in last 6 months: Papa Murphy`s	5,567	5.6%	111
Fast food/drive-in last 6 months: Pizza Hut	20,719	20.9%	123
Fast food/drive-in last 6 months: Popeyes Chicken	9,838	9.9%	106
Fast food/drive-in last 6 months: Sonic Drive-In	12,424	12.5%	107
Fast food/drive-in last 6 months: Starbucks	16,395	16.5%	91
Fast food/drive-in last 6 months: Steak `n Shake	5,025	5.1%	92
Fast food/drive-in last 6 months: Subway	26,883	27.1%	99
Fast food/drive-in last 6 months: Taco Bell	29,565	29.8%	104
Fast food/drive-in last 6 months: Wendy`s	21,970	22.2%	88
Fast food/drive-in last 6 months: Whataburger	9,959	10.0%	211
Fast food/drive-in last 6 months: White Castle	2,007	2.0%	64

**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 2018 and 2023.



## Restaurant Market Potential

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 10 minute radius

Prepared by The Canvass Group  
Latitude: 26.26144  
Longitude: -98.16832

Went to fine dining restaurant last month	7,797	7.9%	73
Went to fine dining restaurant 3+ times last month	2,283	2.3%	71
Spent at fine dining restaurant/30 days: <\$51	1,274	1.3%	79
Spent at fine dining restaurant/30 days: \$51-\$100	2,545	2.6%	78
Spent at fine dining restaurant/30 days: \$101-\$200	2,481	2.5%	95

**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 2018 and 2023.

August 21, 2018



# Restaurant Market Potential

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 15 minute radius

Prepared by The Canvass Group

Latitude: 26.26144  
Longitude: -98.16832

Demographic Summary	2018	2023
Population	369,126	397,570
Population 18+	258,755	280,116
Households	108,480	116,597
Median Household Income	\$41,924	\$48,203

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	188,438	72.8%	97
Went to family restaurant/steak house 4+ times/mo	68,259	26.4%	98
Spent at family restaurant/30 days: <\$31	16,900	6.5%	75
Spent at family restaurant/30 days: \$31-50	21,721	8.4%	84
Spent at family restaurant/30 days: \$51-100	42,519	16.4%	106
Spent at family restaurant/30 days: \$101-200	22,151	8.6%	92
Spent at family restaurant/30 days: \$201-300	6,083	2.4%	94
Family restaurant/steak house last 6 months: breakfast	33,992	13.1%	98
Family restaurant/steak house last 6 months: lunch	59,035	22.8%	117
Family restaurant/steak house last 6 months: dinner	107,719	41.6%	89
Family restaurant/steak house last 6 months: snack	8,826	3.4%	173
Family restaurant/steak house last 6 months: weekday	66,084	25.5%	83
Family restaurant/steak house last 6 months: weekend	108,861	42.1%	99
Fam rest/steak hse/6 months: Applebee`s	48,929	18.9%	84
Fam rest/steak hse/6 months: Bob Evans Farms	5,143	2.0%	55
Fam rest/steak hse/6 months: Buffalo Wild Wings	26,281	10.2%	97
Fam rest/steak hse/6 months: California Pizza Kitchen	7,131	2.8%	98
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	8,277	3.2%	106
Fam rest/steak hse/6 months: The Cheesecake Factory	17,400	6.7%	93
Fam rest/steak hse/6 months: Chili`s Grill & Bar	31,016	12.0%	116
Fam rest/steak hse/6 months: CiCi`s Pizza	15,956	6.2%	174
Fam rest/steak hse/6 months: Cracker Barrel	21,633	8.4%	76
Fam rest/steak hse/6 months: Denny`s	39,302	15.2%	177
Fam rest/steak hse/6 months: Golden Corral	22,016	8.5%	114
Fam rest/steak hse/6 months: IHOP	25,139	9.7%	94
Fam rest/steak hse/6 months: Logan`s Roadhouse	7,325	2.8%	90
Fam rest/steak hse/6 months: LongHorn Steakhouse	11,524	4.5%	85
Fam rest/steak hse/6 months: Olive Garden	40,281	15.6%	93
Fam rest/steak hse/6 months: Outback Steakhouse	18,777	7.3%	81
Fam rest/steak hse/6 months: Red Lobster	24,399	9.4%	90
Fam rest/steak hse/6 months: Red Robin	18,410	7.1%	101
Fam rest/steak hse/6 months: Ruby Tuesday	10,125	3.9%	73
Fam rest/steak hse/6 months: Texas Roadhouse	23,164	9.0%	90
Fam rest/steak hse/6 months: T.G.I. Friday`s	13,870	5.4%	95
Fam rest/steak hse/6 months: Waffle House	16,134	6.2%	108
Went to fast food/drive-in restaurant in last 6 mo	233,934	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	100,976	39.0%	98
Spent at fast food restaurant/30 days: <\$11	11,394	4.4%	85
Spent at fast food restaurant/30 days: \$11-\$20	24,167	9.3%	88
Spent at fast food restaurant/30 days: \$21-\$40	36,891	14.3%	87
Spent at fast food restaurant/30 days: \$41-\$50	23,916	9.2%	103
Spent at fast food restaurant/30 days: \$51-\$100	47,097	18.2%	109
Spent at fast food restaurant/30 days: \$101-\$200	21,410	8.3%	104
Spent at fast food restaurant/30 days: \$201+	9,720	3.8%	134

**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 2018 and 2023.



# Restaurant Market Potential

Shoppes at Rio Grande Valley  
 419 E Trenton Rd, Edinburg, Texas, 78539  
 Drive Time: 15 minute radius

Prepared by The Canvass Group  
 Latitude: 26.26144  
 Longitude: -98.16832

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	96,332	37.2%	101
Fast food/drive-in last 6 months: home delivery	25,723	9.9%	118
Fast food/drive-in last 6 months: take-out/drive-thru	114,278	44.2%	94
Fast food/drive-in last 6 months: take-out/walk-in	42,628	16.5%	78
Fast food/drive-in last 6 months: breakfast	79,608	30.8%	89
Fast food/drive-in last 6 months: lunch	124,274	48.0%	95
Fast food/drive-in last 6 months: dinner	113,519	43.9%	95
Fast food/drive-in last 6 months: snack	31,156	12.0%	96
Fast food/drive-in last 6 months: weekday	134,408	51.9%	87
Fast food/drive-in last 6 months: weekend	126,081	48.7%	102
Fast food/drive-in last 6 months: A & W	5,247	2.0%	78
Fast food/drive-in last 6 months: Arby`s	30,834	11.9%	72
Fast food/drive-in last 6 months: Baskin-Robbins	10,336	4.0%	114
Fast food/drive-in last 6 months: Boston Market	9,797	3.8%	114
Fast food/drive-in last 6 months: Burger King	83,850	32.4%	109
Fast food/drive-in last 6 months: Captain D`s	7,220	2.8%	66
Fast food/drive-in last 6 months: Carl`s Jr.	27,905	10.8%	188
Fast food/drive-in last 6 months: Checkers	8,633	3.3%	99
Fast food/drive-in last 6 months: Chick-fil-A	48,694	18.8%	86
Fast food/drive-in last 6 months: Chipotle Mex. Grill	30,386	11.7%	89
Fast food/drive-in last 6 months: Chuck E. Cheese`s	10,860	4.2%	136
Fast food/drive-in last 6 months: Church`s Fr. Chicken	18,193	7.0%	197
Fast food/drive-in last 6 months: Cold Stone Creamery	8,916	3.4%	107
Fast food/drive-in last 6 months: Dairy Queen	32,963	12.7%	83
Fast food/drive-in last 6 months: Del Taco	13,362	5.2%	146
Fast food/drive-in last 6 months: Domino`s Pizza	38,391	14.8%	121
Fast food/drive-in last 6 months: Dunkin` Donuts	26,265	10.2%	74
Went to Five Guys in last 6 months	19,149	7.4%	76
Fast food/drive-in last 6 months: Hardee`s	10,360	4.0%	64
Fast food/drive-in last 6 months: Jack in the Box	42,797	16.5%	208
Went to Jimmy John`s in last 6 months	14,549	5.6%	97
Fast food/drive-in last 6 months: KFC	52,564	20.3%	101
Fast food/drive-in last 6 months: Krispy Kreme	17,466	6.8%	117
Fast food/drive-in last 6 months: Little Caesars	52,548	20.3%	151
Fast food/drive-in last 6 months: Long John Silver`s	8,820	3.4%	94
Fast food/drive-in last 6 months: McDonald`s	139,151	53.8%	102
Went to Panda Express in last 6 months	36,517	14.1%	149
Fast food/drive-in last 6 months: Panera Bread	21,124	8.2%	64
Fast food/drive-in last 6 months: Papa John`s	27,063	10.5%	118
Fast food/drive-in last 6 months: Papa Murphy`s	14,184	5.5%	108
Fast food/drive-in last 6 months: Pizza Hut	53,878	20.8%	122
Fast food/drive-in last 6 months: Popeyes Chicken	25,463	9.8%	105
Fast food/drive-in last 6 months: Sonic Drive-In	31,090	12.0%	102
Fast food/drive-in last 6 months: Starbucks	40,367	15.6%	86
Fast food/drive-in last 6 months: Steak `n Shake	12,729	4.9%	89
Fast food/drive-in last 6 months: Subway	68,956	26.6%	97
Fast food/drive-in last 6 months: Taco Bell	76,586	29.6%	103
Fast food/drive-in last 6 months: Wendy`s	54,361	21.0%	83
Fast food/drive-in last 6 months: Whataburger	25,489	9.9%	207
Fast food/drive-in last 6 months: White Castle	5,088	2.0%	62

**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 2018 and 2023.





## Restaurant Market Potential

Shoppes at Rio Grande Valley  
419 E Trenton Rd, Edinburg, Texas, 78539  
Drive Time: 15 minute radius

Prepared by The Canvass Group

Latitude: 26.26144  
Longitude: -98.16832

Went to fine dining restaurant last month	19,184	7.4%	69
Went to fine dining restaurant 3+ times last month	5,933	2.3%	71
Spent at fine dining restaurant/30 days: <\$51	3,345	1.3%	79
Spent at fine dining restaurant/30 days: \$51-\$100	6,603	2.6%	77
Spent at fine dining restaurant/30 days: \$101-\$200	6,253	2.4%	92

**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 2018 and 2023.

August 21, 2018