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MAP BASED REPORTS HELP YOU SEE THE MEANING OF THE INFORMATION. LARGE COMMERCIAL FIRMS HAVE GIS DEPARTMENTS FOR GOOD REASON. IT HELPS THEM SELL. IT HELPS THEM COMMUNICATE. WE BRING THESE CAPABILITIES TO FIRMS LIKE YOURS.

Many thanks to the good people at University of Wisconsin Extension office.

Evaluating Restaurant Opportunities The supply/demand analysis of a new or existing establishment at a given location

- Spatial analysis of likely consumers (industry specific):
 - Tourism, Visitors, Proximity to hotels;
 - Local resident demand, dining out behaviors and preferences (lifestyle segmentation), Pop. growth patterns
 - Downtown workers, demand generators, such as company offices and manufacturing firms,
 - hospitals, colleges and retail stores, top employers.
- Direct competition, Other competition, similar store sales, similar store closings, Local developments planned, similar store supply/demand estimates
- Overall business. Number of and growth in business establishments, Overall demand and supply estimates (in dollars);

- Traffic patterns, indicates levels of exposure. Traffic volume and direction on Main Street;

Data Sources

- Council of Shopping Centers
- National Restaurant Association
- ESRI Lifestyle data
- Census
- regional dept. of trans
- MRI data

Considerations

- What is the geographic origin of potential customers?
Does this change by season?
- downtown workers: According to the International Council of Shopping Centers, downtown lunch expenditures among downtown office workers are often higher than those reported by suburban office workers. Downtown visitor demand for restaurants can be analyzed using restaurant trends, data from the National Restaurant Association, etc., restaurant economy conditions,

marketing and social media trends, food service concepts (including delivery service), what's hot survey, local resident demand, bureau of labor statistics consumer expenditure, etc

- Individuals aged 35 to 44 spent the most per capita on food away from home;
- One-person households have the highest per-capita spending while larger households allocated a smaller portion of their total food dollar;
- Households with only a husband and wife have the highest per-capita spending;
- Households with the oldest child age 18 and older spend more per capita than households with the oldest child under the age of 6;
- Because of their smaller household size, two earner households spent more per capita than one earner households;
- Employed persons living alone have high per-capita expenditures;
- Persons employed in managerial and professional occupations have the highest per capita spending; and
- Households headed by persons employed in blue-collar occupations spend less because of lower incomes and larger household sizes.

From the NRA

The National Restaurant Association has identified five major groups of frequent diners. Using demographic information, you can estimate what portion of your market may fall within these five, potentially important groups:

- Busy parents of children - often involved in after-school activities and sports and use drive-thru and carry-out restaurants.
- Older adults and empty nesters (down-scale) - eat on-premise at inexpensive sit-down restaurants, buffets and fast food eateries.
- People who are convenience driven and dislike cooking (with no young children) -use a variety of carry-out sources including restaurants and grocery stores.
- Young, urban professionals with no kids - dine at higher-priced restaurants
- Educated adults driven by taste and craving - eat at moderately-priced sit-down restaurants and use delivery.

Available ESRI data includes:

- Annual spending by type of restaurant;
- Likelihood of dining out by meal period and by frequency;

- An index of local vs. U.S. household spending by type of restaurant; and
- Likelihood of dining at a specific chain affiliated restaurant.
- Growth Patterns of Surrounding Areas
- Map of area (identify sources of demand, competition and other relevant landmarks)
- Dining Out Preferences and Lifestyles of Local Residents
- Age distribution and median age
- Ethnic groups
- Household income distribution
- Marital status, Dwelling types, Households with children
- Education, Employment levels, Types of employment

Market analysis of restaurants (adapted from UW-Extension) will help in the analysis of an existing operation or a new development, questions to be answered:

- emerging trends
- competition's strengths and weaknesses
- is the location suitable
- does my concept fill a niche in the market
- potential number of customers served per year, projected sales, financial projections
- knowing your customer

- area characteristics

Trends checklist

- Growth in Industry Sales
- Quick-service vs. table-service
- Chain vs. independent
- Monthly/seasonal dining out patterns
- "Food away from home" trends
- Eating habits of different market segments
- Menu Preferences