

TAHOKA, TX

Demographic and Income Profile Data, and Restaurant Market Data

Demographic and Income Profile Data - Drive Time: 15 minutes radius

Population	3,907
Population 18+	2,905
Households	1,498
Families	1,075
Median Age	38.6
Average HH Size	2.58
Median HH Income	\$47,870
Average HH Income	\$71,962
Per Capita Income	\$27,426

Restaurant Market Data - Drive Time: 15 minutes radius

Household by Income : 40.8% of population income is between \$50,000—\$150,000

Population by Age: 40.7% of population is between age of 20 - 55.

67.8% to family restaurant/steak house in last 6 months

19.6% went to family restaurant/steak house 4+ times/month

91.8% went to fast food/drive-in restaurant in last 6 months

29.3% went 9+ times/month

Where and Percentage of the population ate:

61.4% pizza establishments

38.7% chicken establishments

Burger/Sandwich/Taco establishments: 57.9% McDonalds, 33.4% Dairy Queen, 30.9% Taco Bell, 30% Subway, 26.2% Wendy's; Arby's 23%

Retail Gap Data:

\$2.4 million in Bld. Materials, Garden Equip & Supply Stores

\$4.2 Million in General Merchandise

\$1.4 Million in Food Services & Drinking Places