The**Retail**Coach®

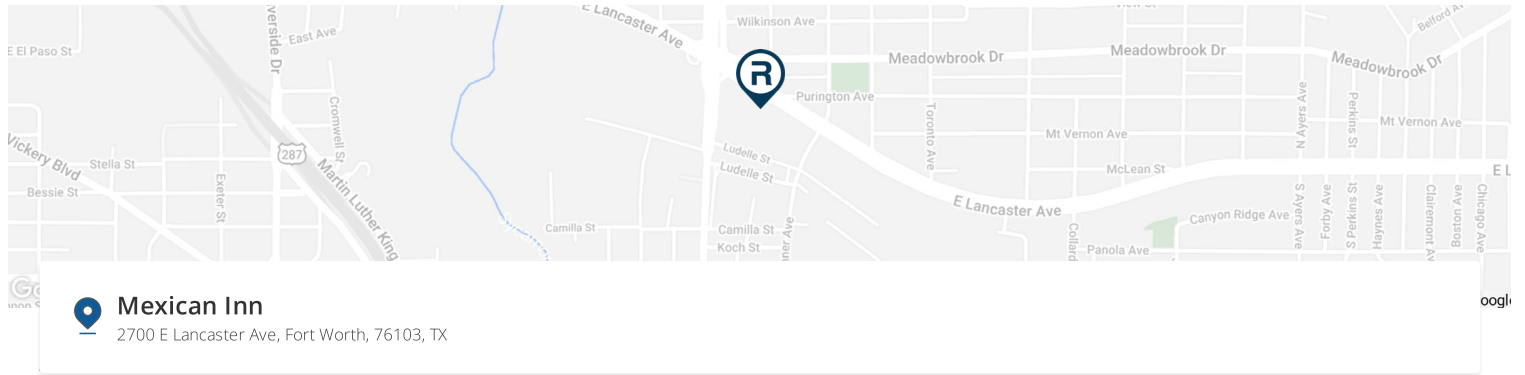# Mexican Inn
Mobile Data Survey

FORT WORTH, TEXAS

FORT WORTH®

Prepared for The City of Fort Worth, Texas
October 1, 2020 – September 30, 2021

Mexican Inn • Mobile Data Analysis
Fort Worth, Texas • October 1, 2020 – September 30, 2021

📍 **Mexican Inn**
2700 E Lancaster Ave, Fort Worth, 76103, TX

Metrics

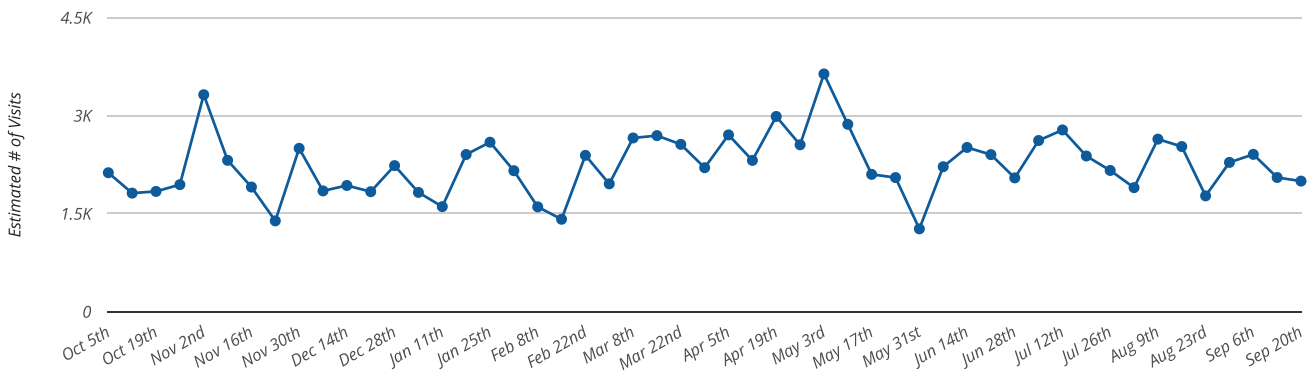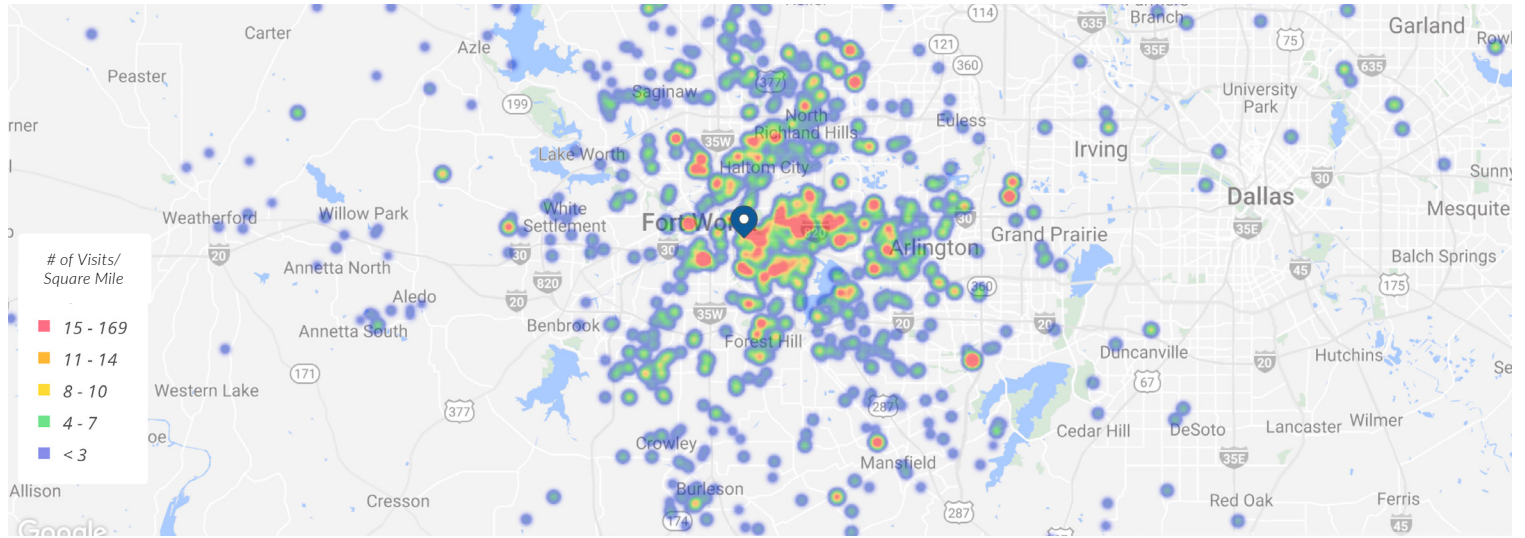|	Est. # of Customers	Est. # of Visits
Mexican Inn	46K	116.9K

Visits Trend

● Mexican Inn / E Lancaster Ave

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Trade Area - Home Locations

# of Visits/ Square Mile

- 15 - 169
- 11 - 14
- 8 - 10
- 4 - 7
- < 3

Typical Customer Persona

Mexican Inn

Ethnicity	White
Income	$75K - $100K

Favorite Places

1	**North East Mall** Melbourne Rd	7.8 mi	15K (32.6%)
2	**Eastchase Market** Eastchase Pkwy	6.97 mi	14.7K (32%)
3	**Fort Worth Stockyards Station** E Exchange Ave	4.6 mi	13.8K (30%)
4	**Eastchase Village** Anderson Blvd	7 mi	13.7K (29.7%)
5	**Montgomery Plaza** W 7th St	3.86 mi	12.8K (27.7%)

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Customer Journey

of Visits
- 🟥 15.4K – 115.1K
- 🟧 4.2K – 15.4K
- 🟨 2.2K – 4.2K
- 🟩 1.4K – 2.2K
- 🟪 < 1.4K

Mexican Inn / E Lancaster Ave

Prior

Home	49.5%
Work	11%
Fort Worth TX 1001 Jones St, Fort Worth, 76102, TX	1.1%
Gateway Park 750 N. Beach St., Fort Worth, 76111, TX	0.7%
Renaissance Square 2700 Renaissance Dr, Fort Worth, 76119, TX	0.5%

Post

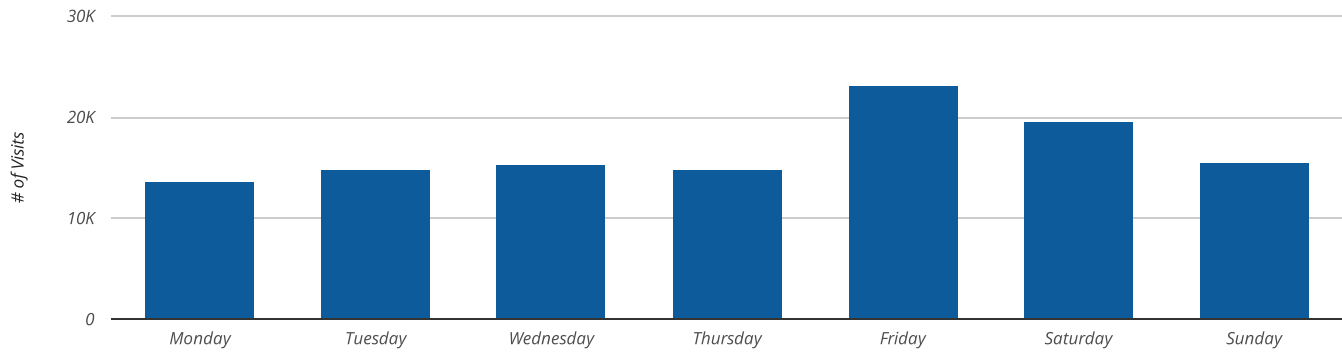|	
57%	**Home**
9.3%	**Work**
0.9%	**Eastchase Village** 8351 Anderson Blvd, Fort Worth, 76120, TX
0.8%	**Walmart Supercenter** 3851 Airport Fwy, Fort Worth, 76111, TX
0.7%	**Renaissance Square** 2700 Renaissance Dr, Fort Worth, 76119, TX
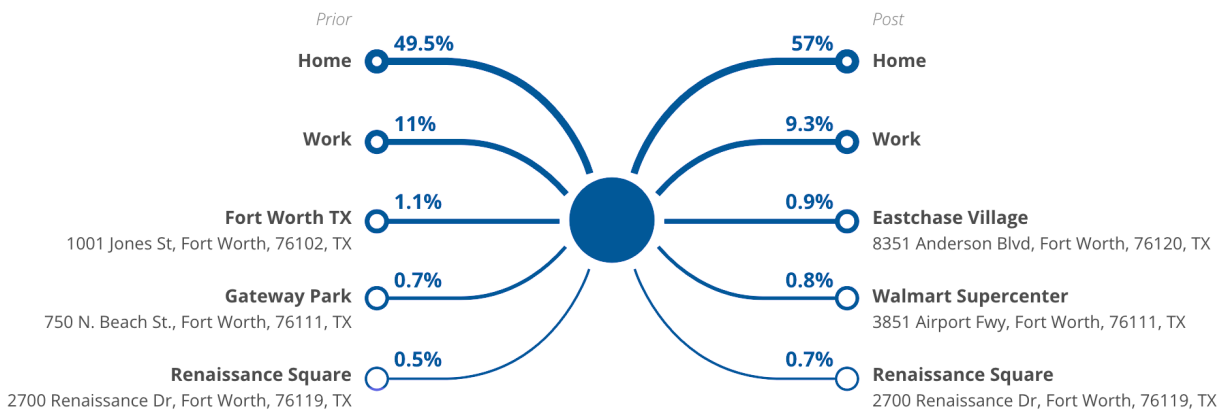
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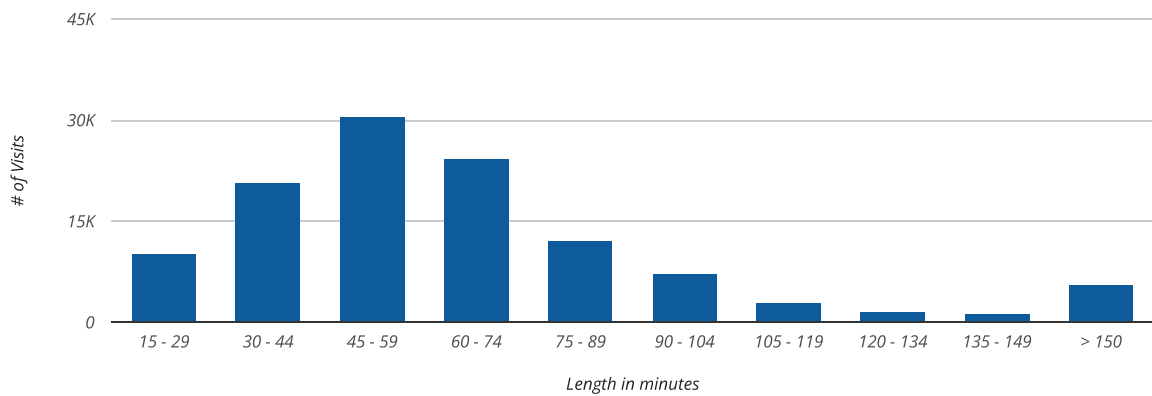
Hourly Visits
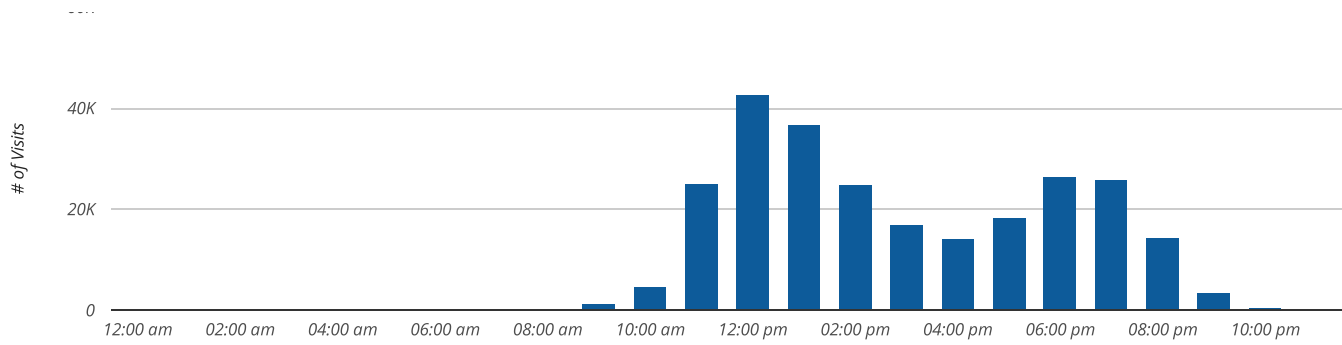
Daily Visits

Length of Stay

Average Stay

67 Min

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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Fort Worth	TX	76112	9.91
Fort Worth	TX	76105	5.38
Fort Worth	TX	76103	4.98
Fort Worth	TX	76119	4.86
Haltom City	TX	76117	3.51
Fort Worth	TX	76111	2.84
Arlington	TX	76013	2.75
Arlington	TX	76012	2.46
Fort Worth	TX	76133	2.25
Arlington	TX	76016	2.15
Fort Worth	TX	76106	2.10
Fort Worth	TX	76140	1.81
Arlington	TX	76014	1.62
Burleson	TX	76028	1.51
North Richland Hills	TX	76180	1.50
Arlington	TX	76011	1.50
North Richland Hills	TX	76182	1.33
Keller	TX	76244	1.19
Fort Worth	TX	76120	1.15
Fort Worth	TX	76134	1.13
Fort Worth	TX	76104	1.10
Fort Worth	TX	76137	1.10
Fort Worth	TX	76179	1.10
Fort Worth	TX	76148	1.01
Arlington	TX	76006	0.98
Arlington	TX	76017	0.86
Fort Worth	TX	76110	0.85
Fort Worth	TX	76118	0.84
Fort Worth	TX	76102	0.79
Mansfield	TX	76063	0.78
Arlington	TX	76001	0.76
Fort Worth	TX	76114	0.71
Fort Worth	TX	76123	0.70
Crowley	TX	76036	0.66
Grand Prairie	TX	75050	0.60

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Irving	TX	75061	0.58
Grand Prairie	TX	75051	0.56
Fort Worth	TX	76131	0.53
Dallas	TX	75228	0.51
Euless	TX	76040	0.50
Fort Worth	TX	76107	0.47
Dallas	TX	75234	0.47
Springtown	TX	76082	0.46
Wichita Falls	TX	76309	0.42
Rhome	TX	76078	0.42
Arlington	TX	76010	0.39
Weatherford	TX	76087	0.38
Fort Worth	TX	76116	0.38
Fort Worth	TX	76108	0.38
Grapevine	TX	76051	0.36
Midlothian	TX	76065	0.35
Cleburne	TX	76031	0.35
San Clemente	CA	92672	0.35
Cleburne	TX	76033	0.34
Rowlett	TX	75088	0.34
Fort Worth	TX	76164	0.33
Hurst	TX	76053	0.33
Azle	TX	76020	0.33
Fort Collins	CO	80521	0.32
Duncanville	TX	75116	0.31
Grand Prairie	TX	75052	0.30
Fort Worth	TX	76132	0.28
Haslet	TX	76052	0.27
Aledo	TX	76008	0.26
Granbury	TX	76049	0.25
Lake Dallas	TX	75065	0.25
New Haven	MI	48050	0.25
Corsicana	TX	75110	0.24
Roanoke	TX	76262	0.24
Hurst	TX	76054	0.24

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer. com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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