Item D-2

2025 Restaurant & Retail Survey

Response Demographics

958 Complete Responses

Survey open from Jan. 3-Feb. 28, 2025

Gender	
Female	72%
Male	28%

Connection to Keller	
Residents*	93%
Non-Residents	7%

Age	
70 or older	13.7%
60-69	21%
50-59	22%
40-49	26%
30-39	15%
18-29	2.3%

*20% of residents indicated they also work in Keller

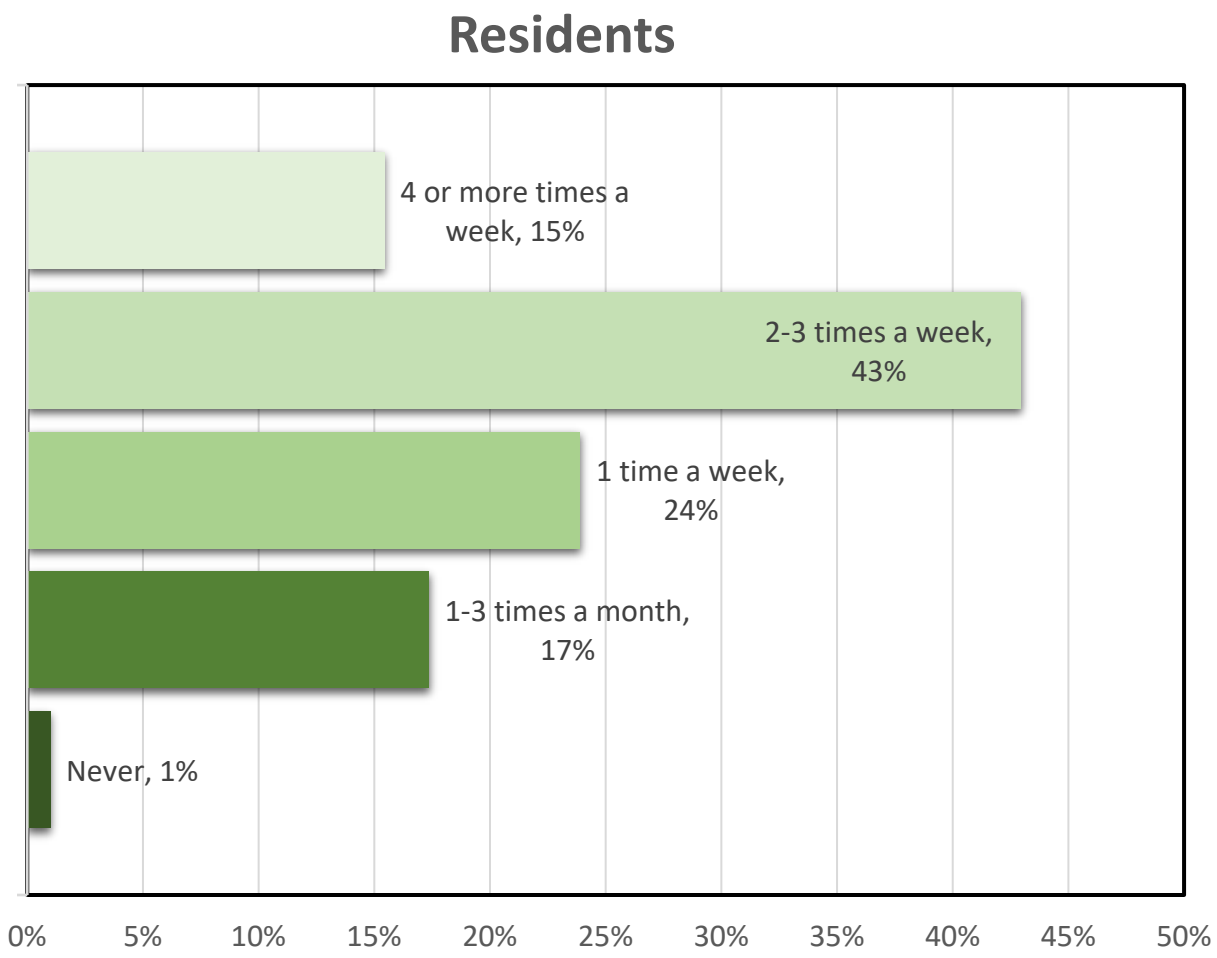
Response Demographics

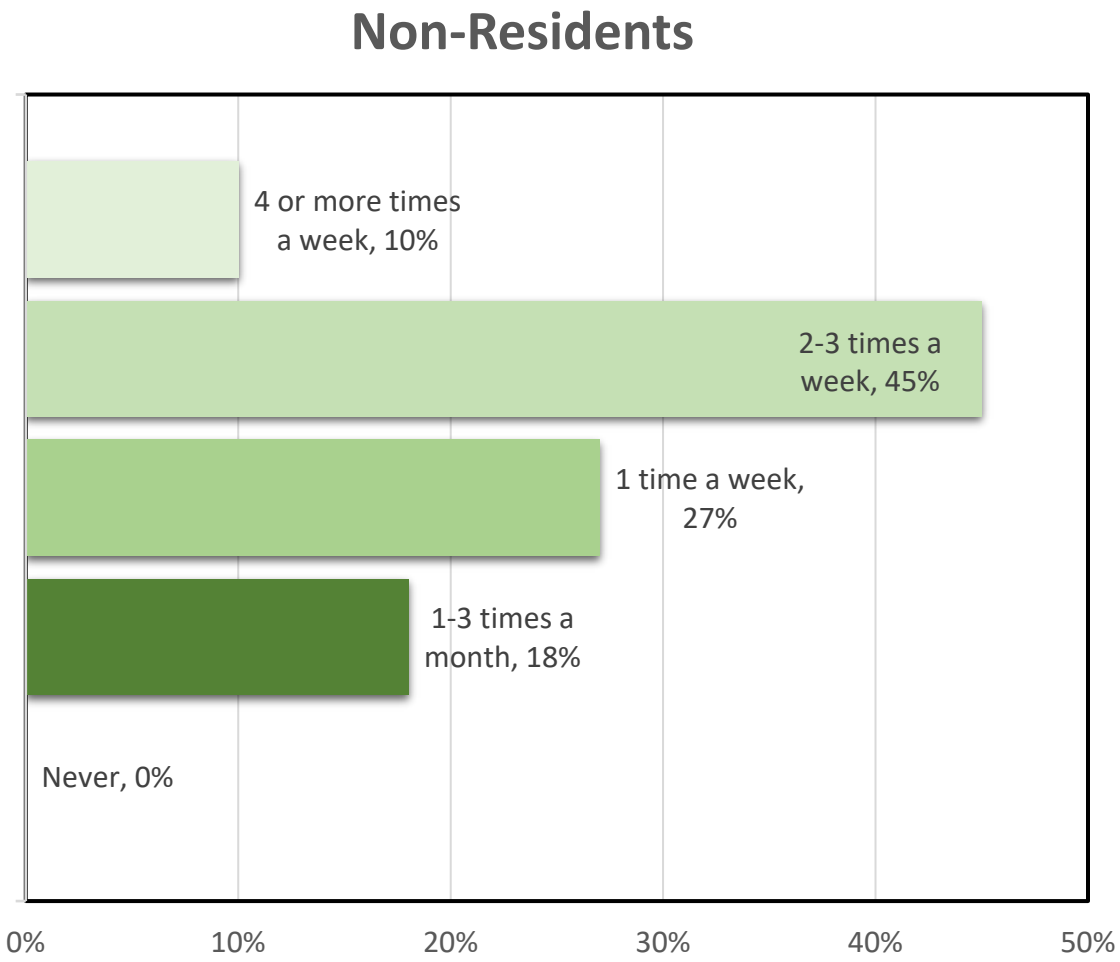
Children in the Household	
Yes	54%
No	46%

Children's Ages	
0-2	10%
3-5	12%
6-8	16.5%
9-12	18.5%
13-17	23%
18 or older	20%

Consumer Behaviors

How often do you dine out or order takeout each month?





Which type of restaurants do you frequently visit?

Restaurant Type	Residents	Non-Residents
Fast Food - Quick counter or drive-thru service $ (ex. Burger King)	44%	58%
Fast Casual - Counter service or limited table service $-$$ (ex. Jason's Deli)	70%	75%
Casual Dining - Causal atmosphere and full table service $$ (ex. Olive Garden)	89%	80%
Fine Dining - Upscale with exclusive items and full table service $$$-$$$$ (ex. Ruth's Chris Steak House)	32%	18%

Rank factors when choosing a restaurant

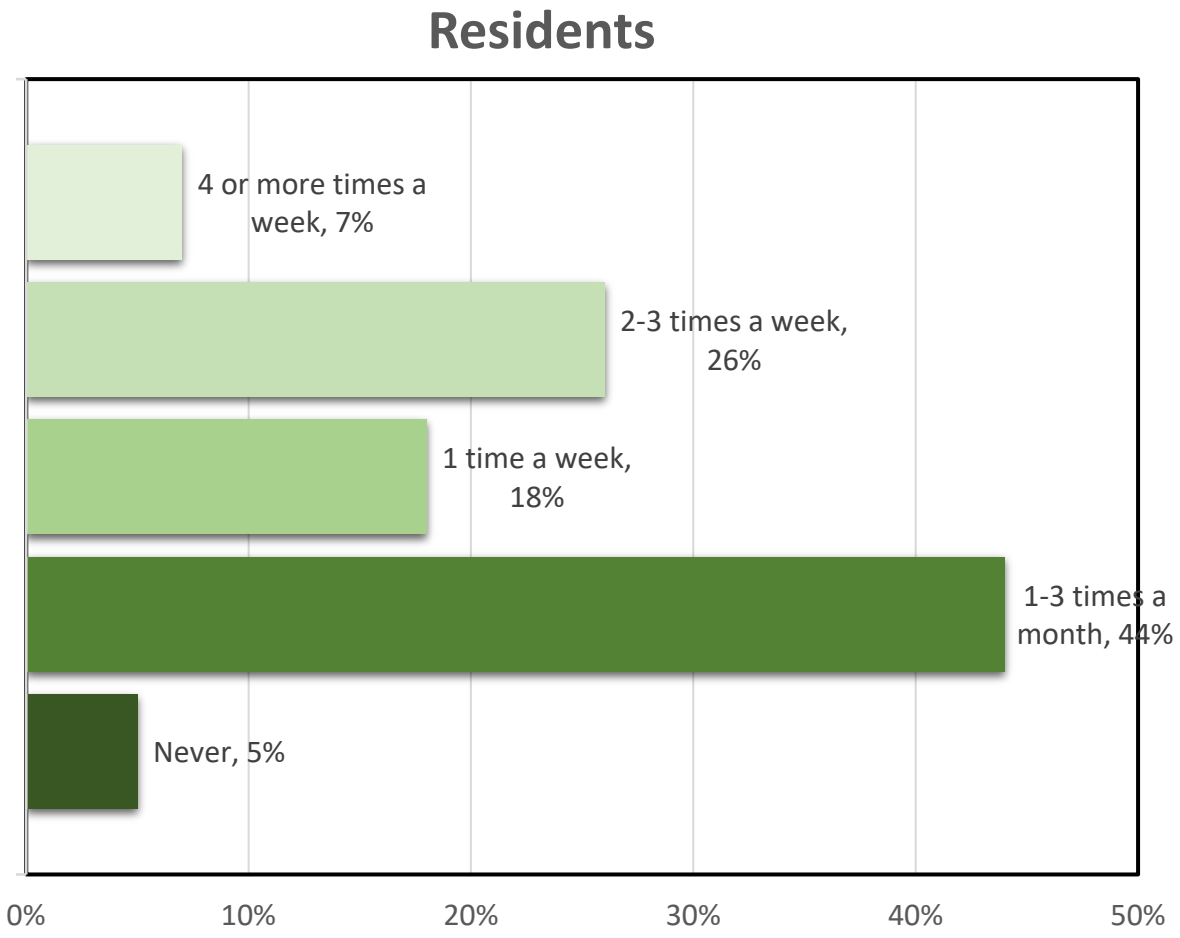
Residents

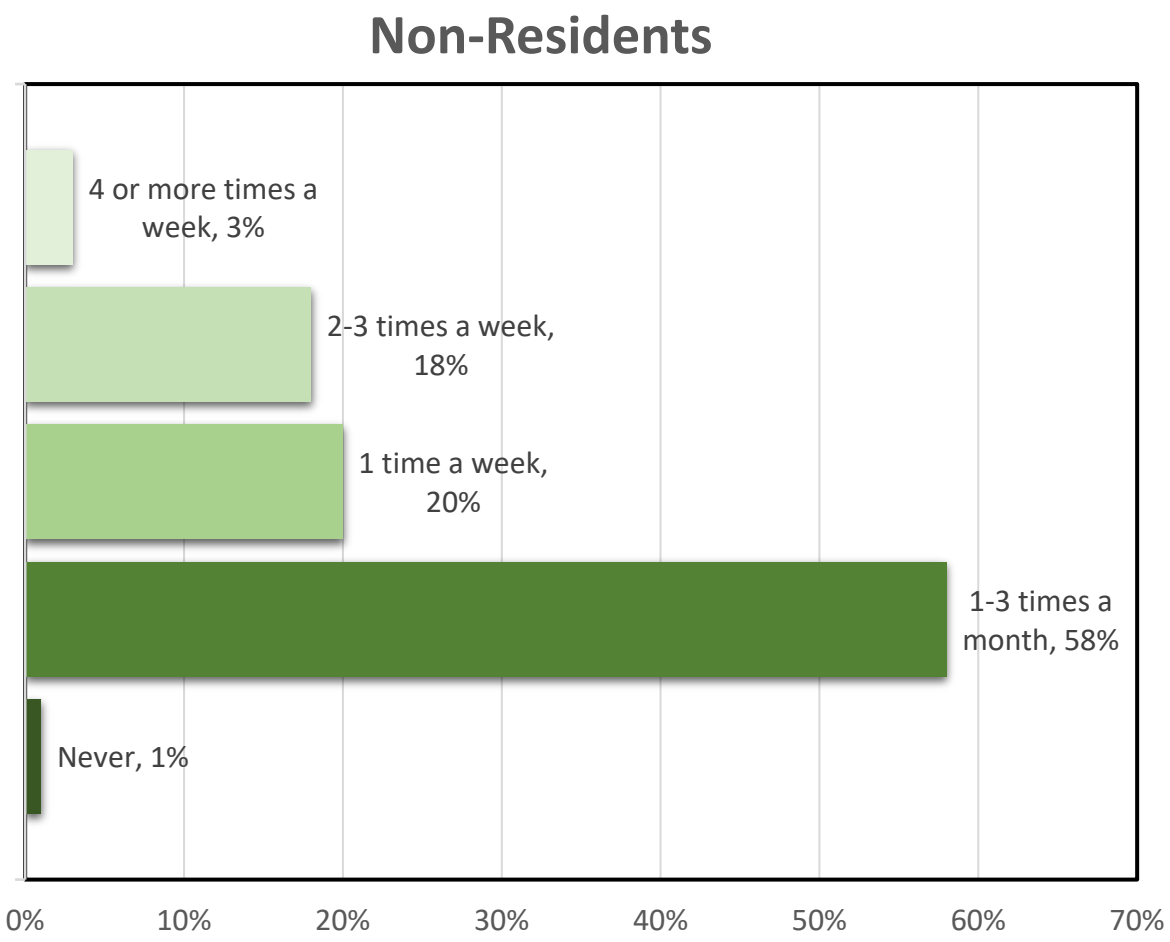
1. Food Quality
2. Price
3. Customer Service
4. Location
5. Ambiance

Non-Residents

1. Food Quality
2. Price
3. Location
4. Customer Service
5. Ambiance

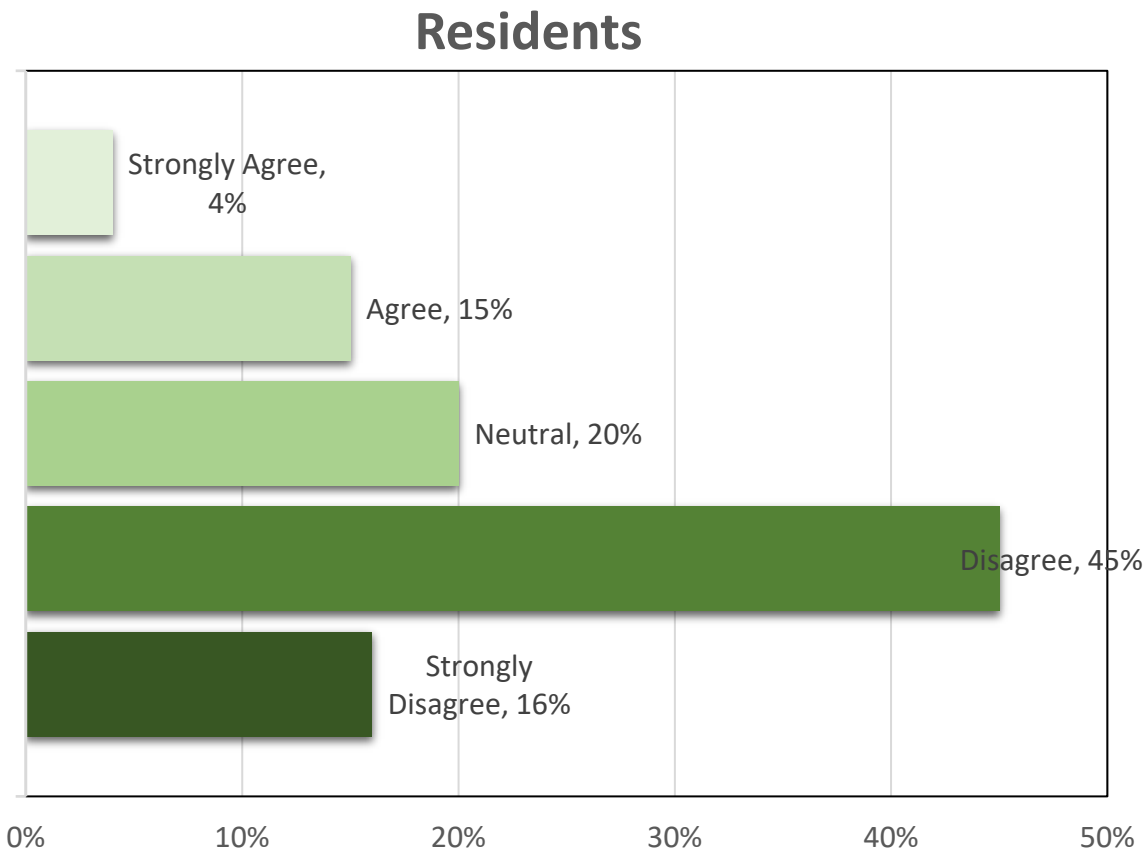
How frequently do you shop at local retail stores each month?

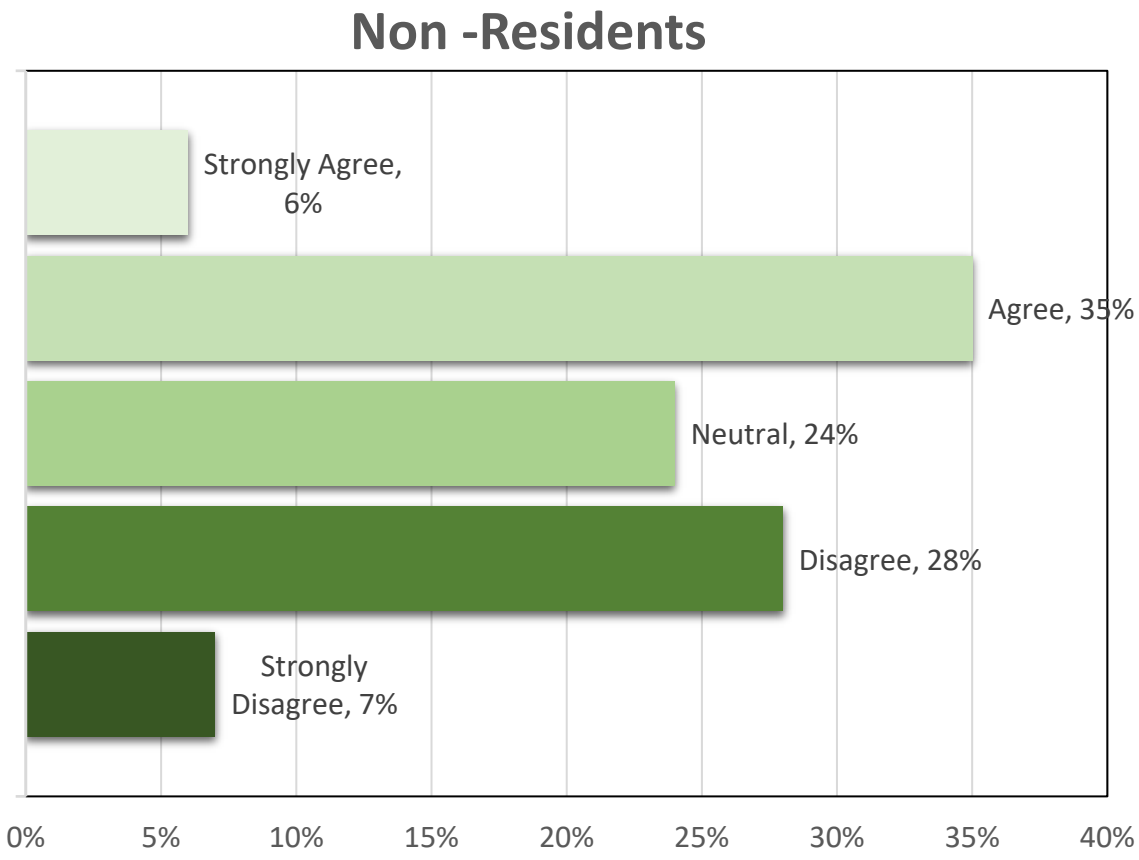




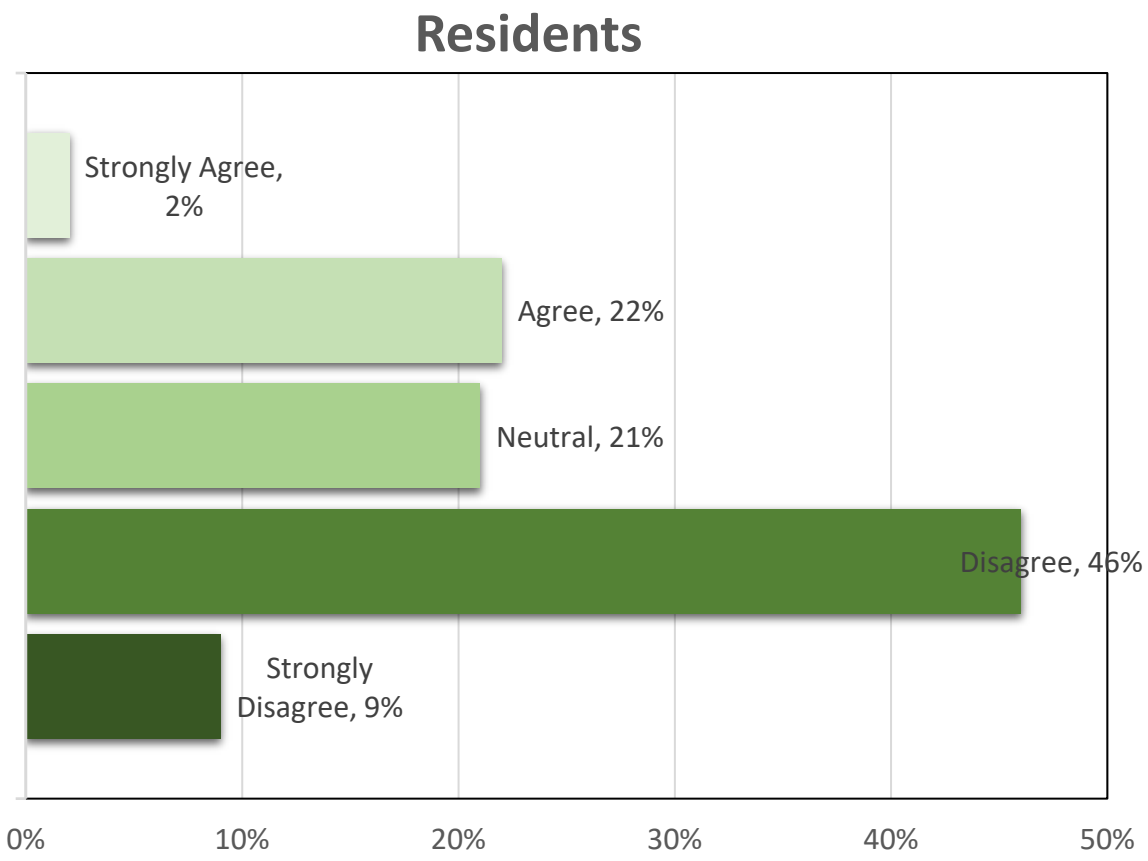
Perceptions of Existing Business Conditions in Keller

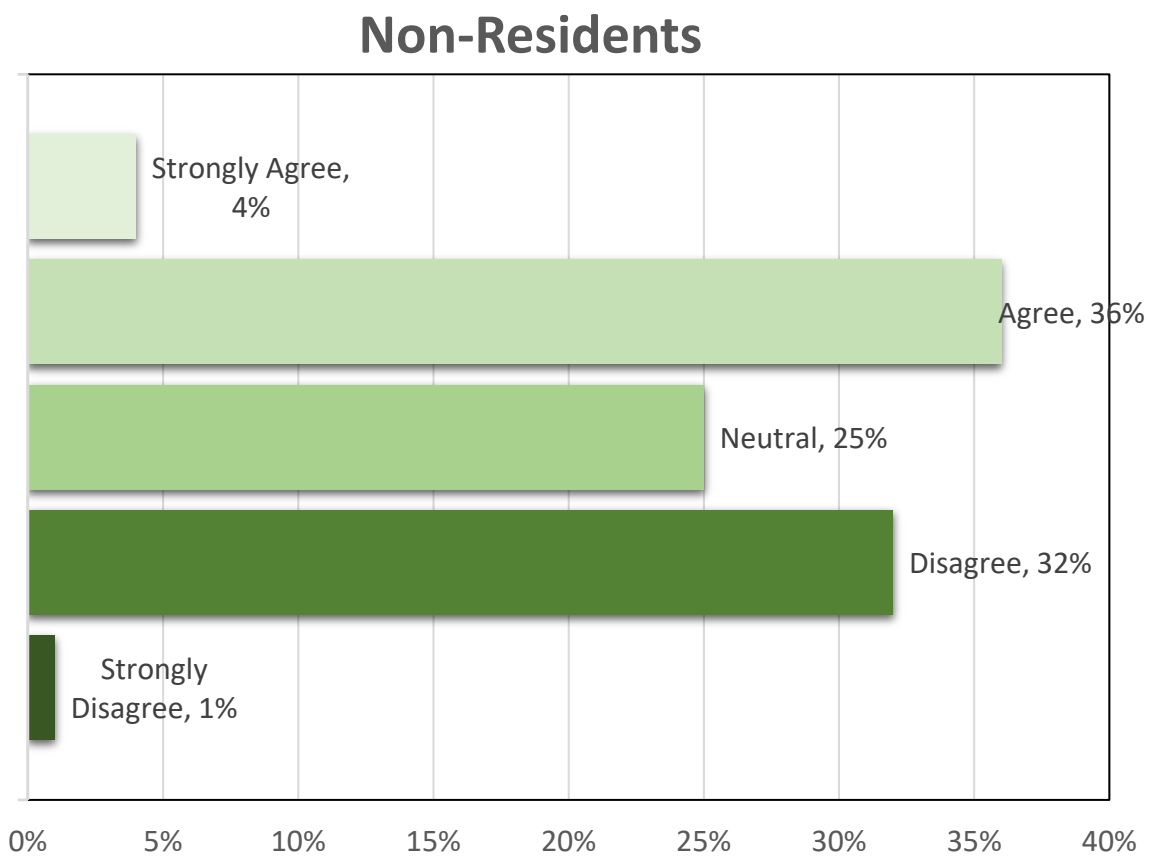
There is a well-balanced mix of full-service restaurants in Keller



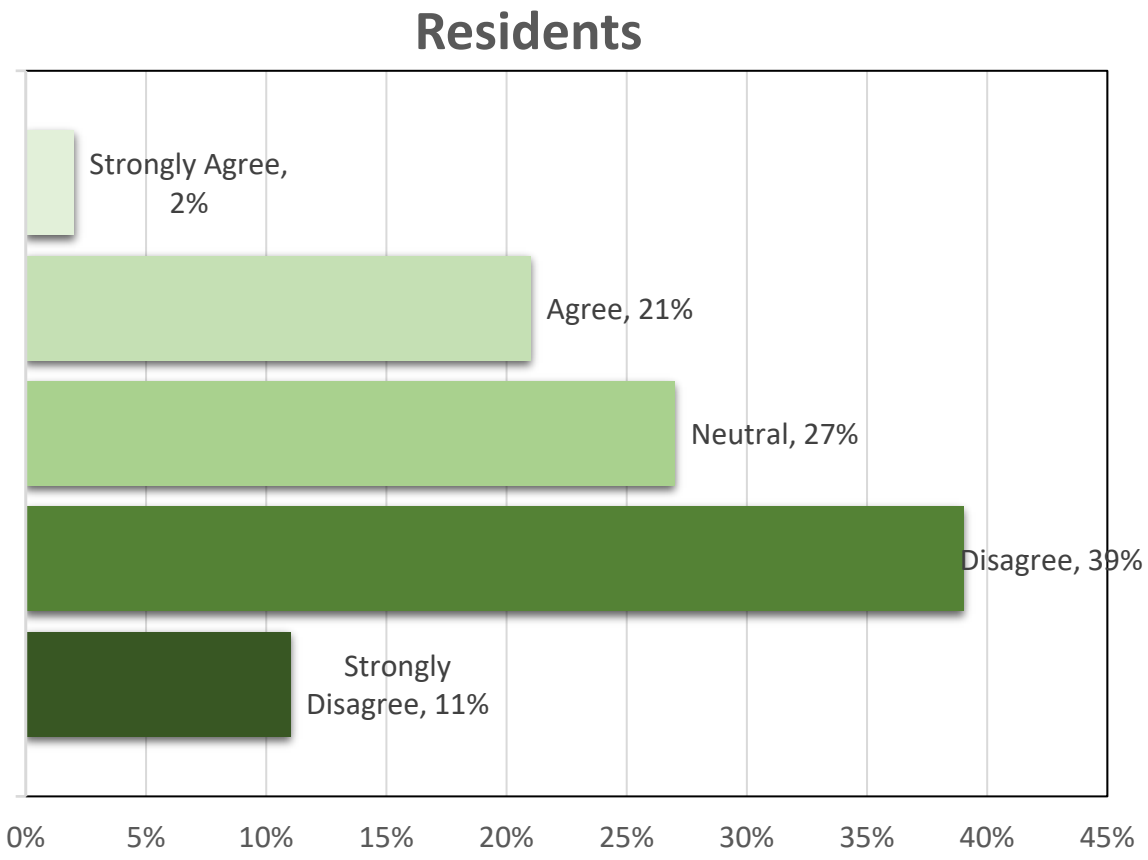


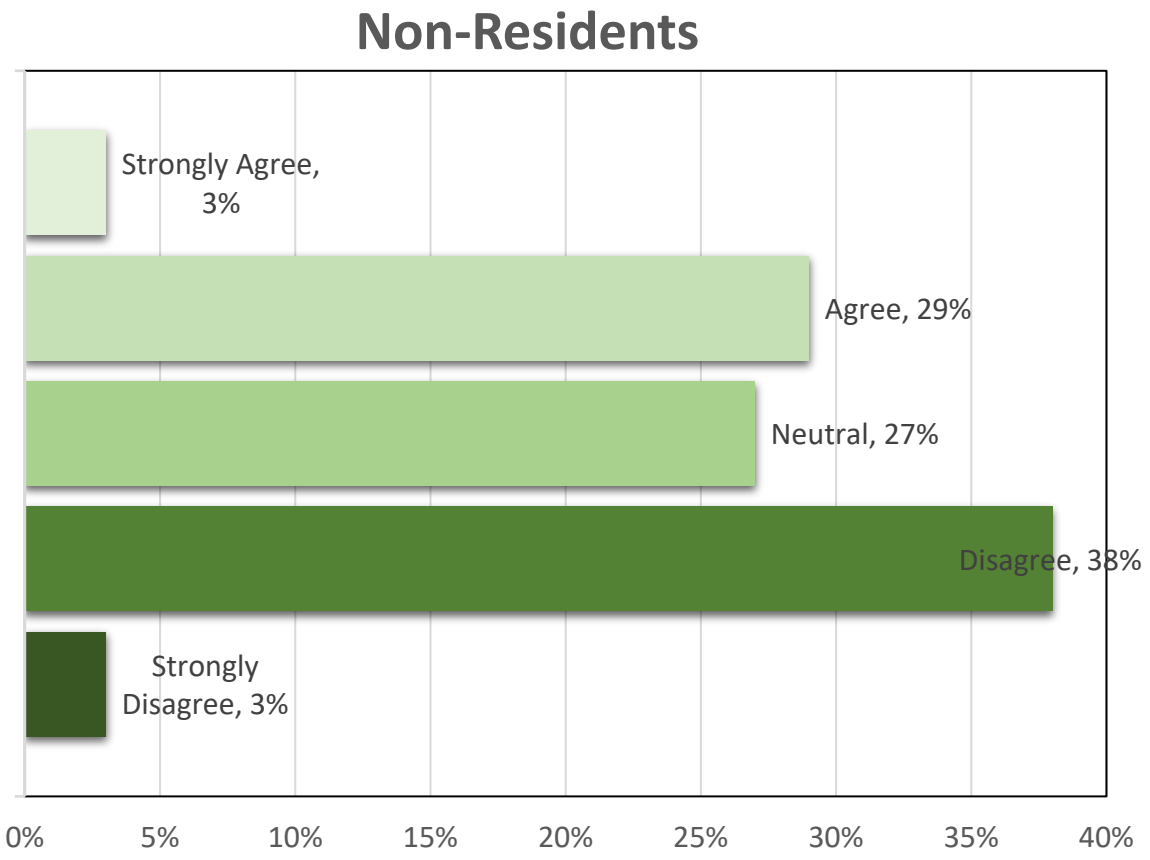
I can generally find what I want to eat here in Keller



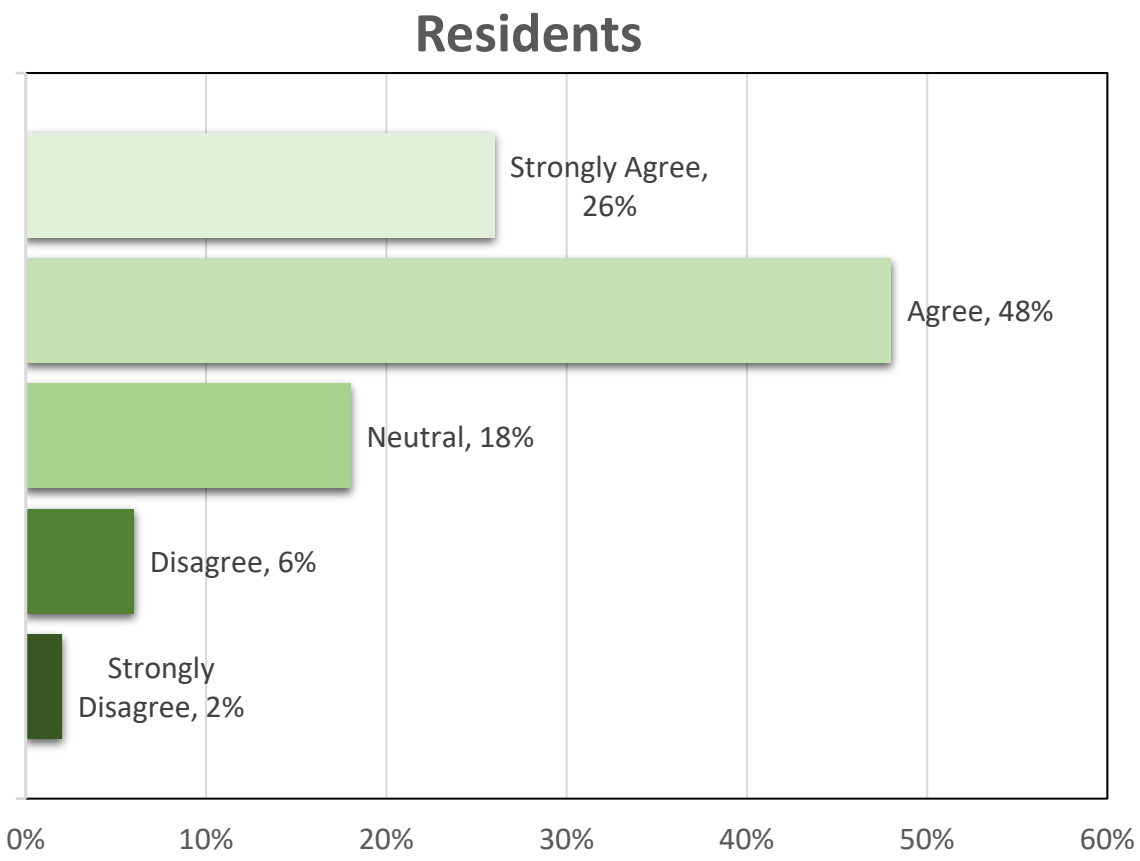


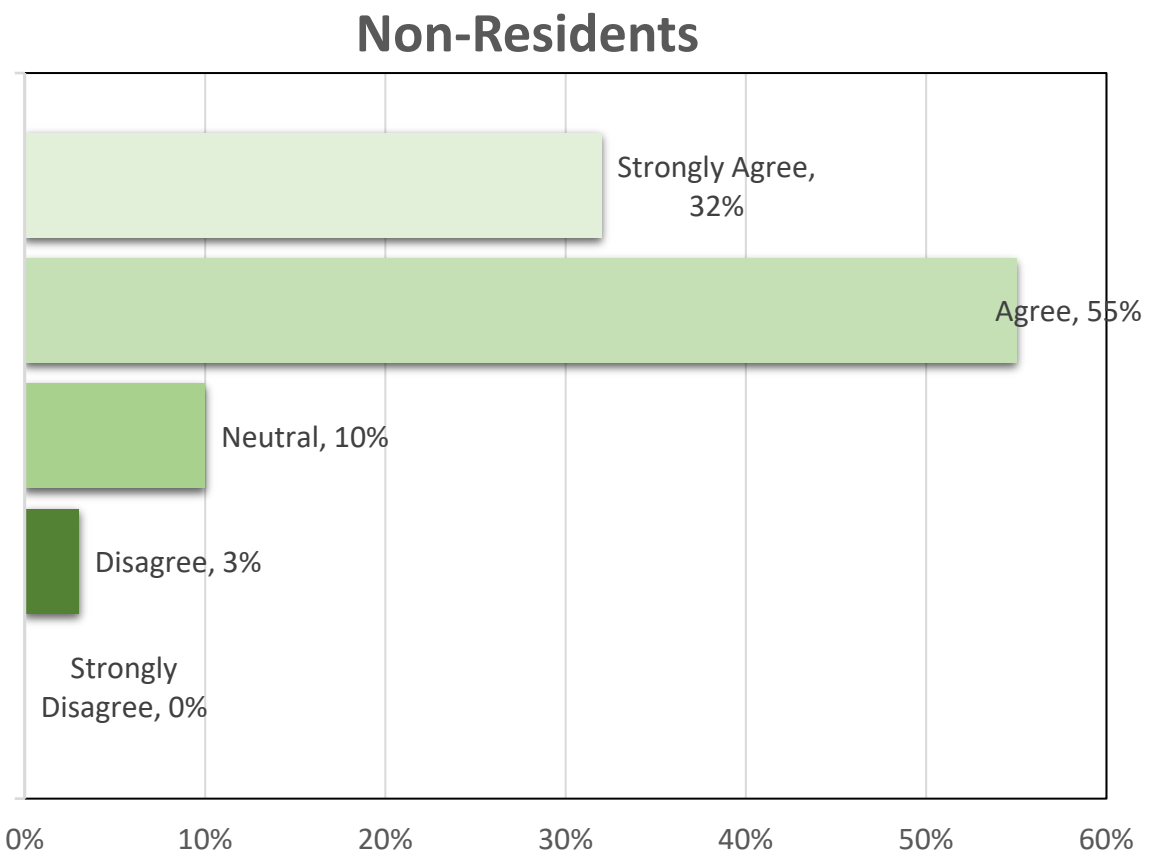
I can generally find what I am shopping for here in Keller



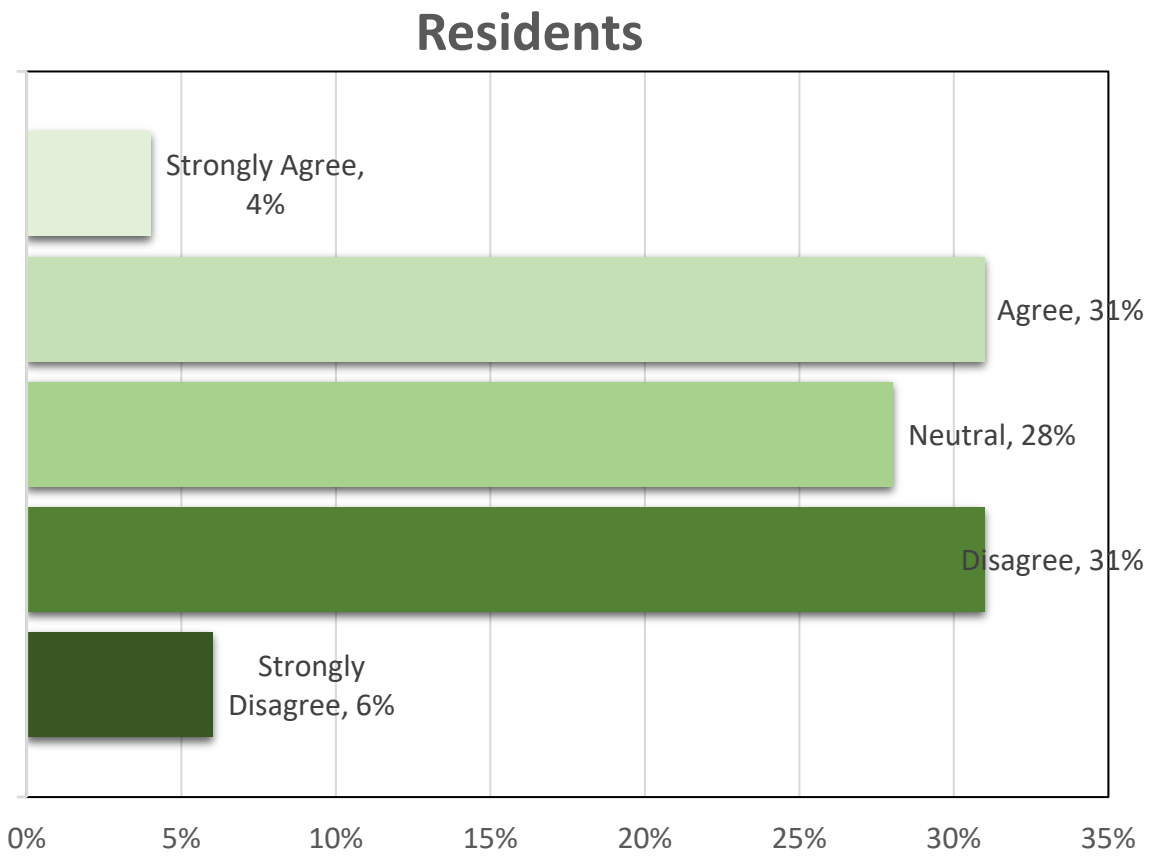


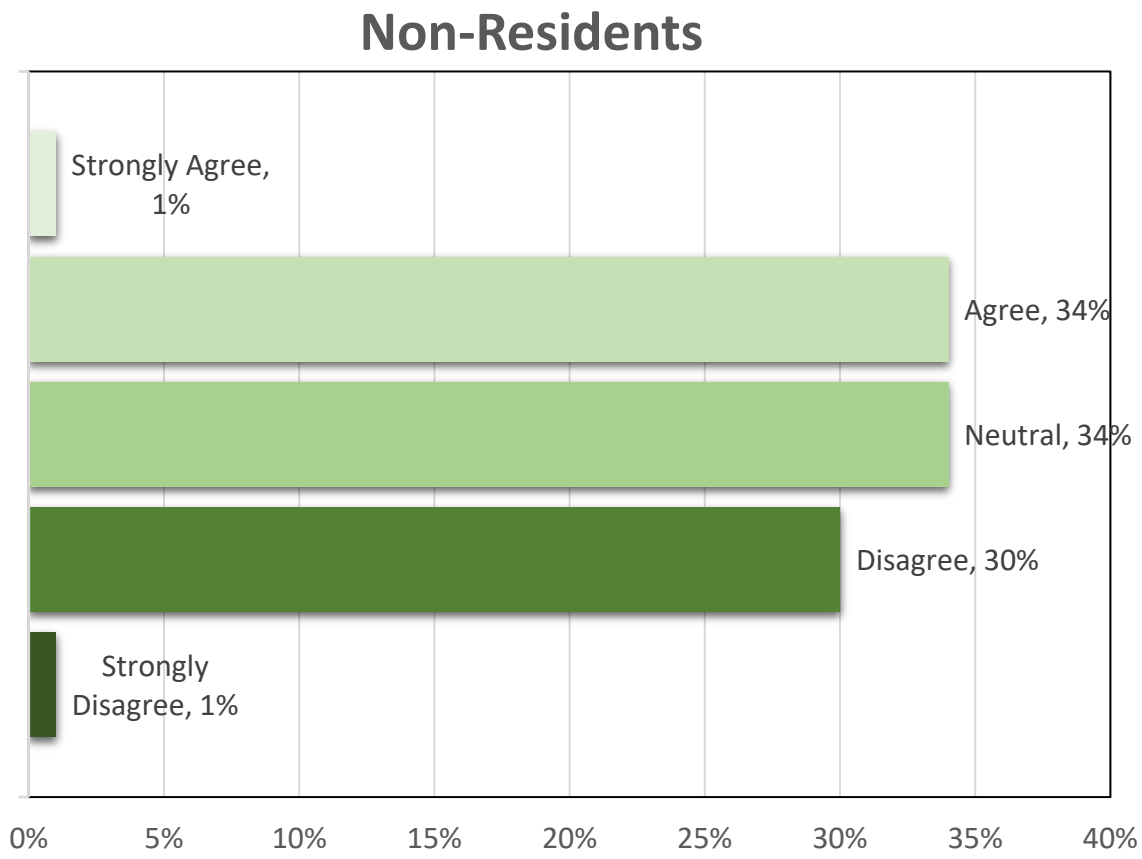
Keller has a sufficient number of service-oriented businesses





There is a well-balanced mix of local vs. chain businesses in Keller



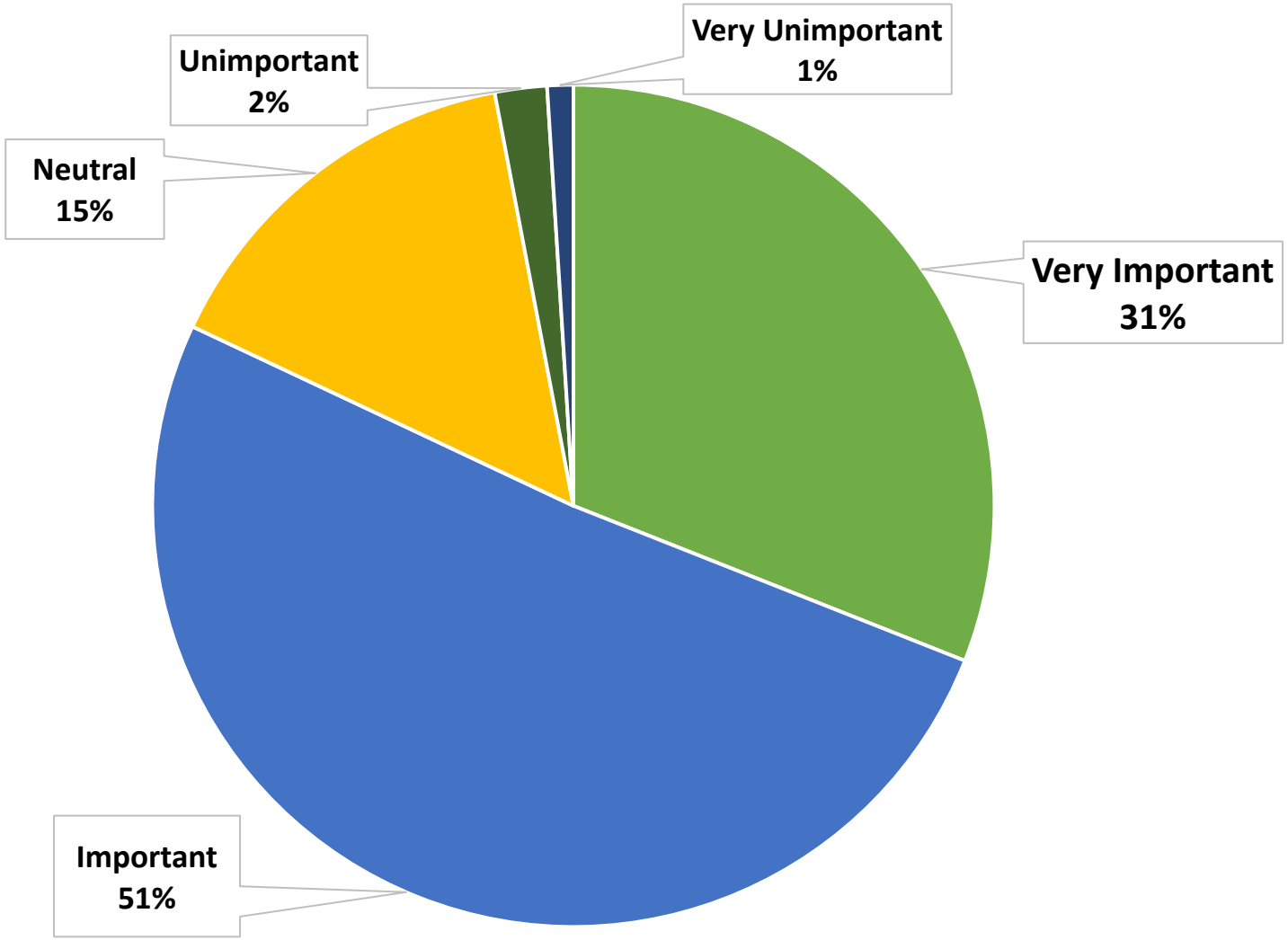


Community Support & Economic Development Incentives

Restaurant Recruitment

Restaurant Type	Respondents
National chain restaurant	38%
Restaurants that are established in other states, but new to Texas	60%
Restaurants that are established in Texas with only a few locations or sparsely in North Texas	77%
Local chef-owned restaurants	78%

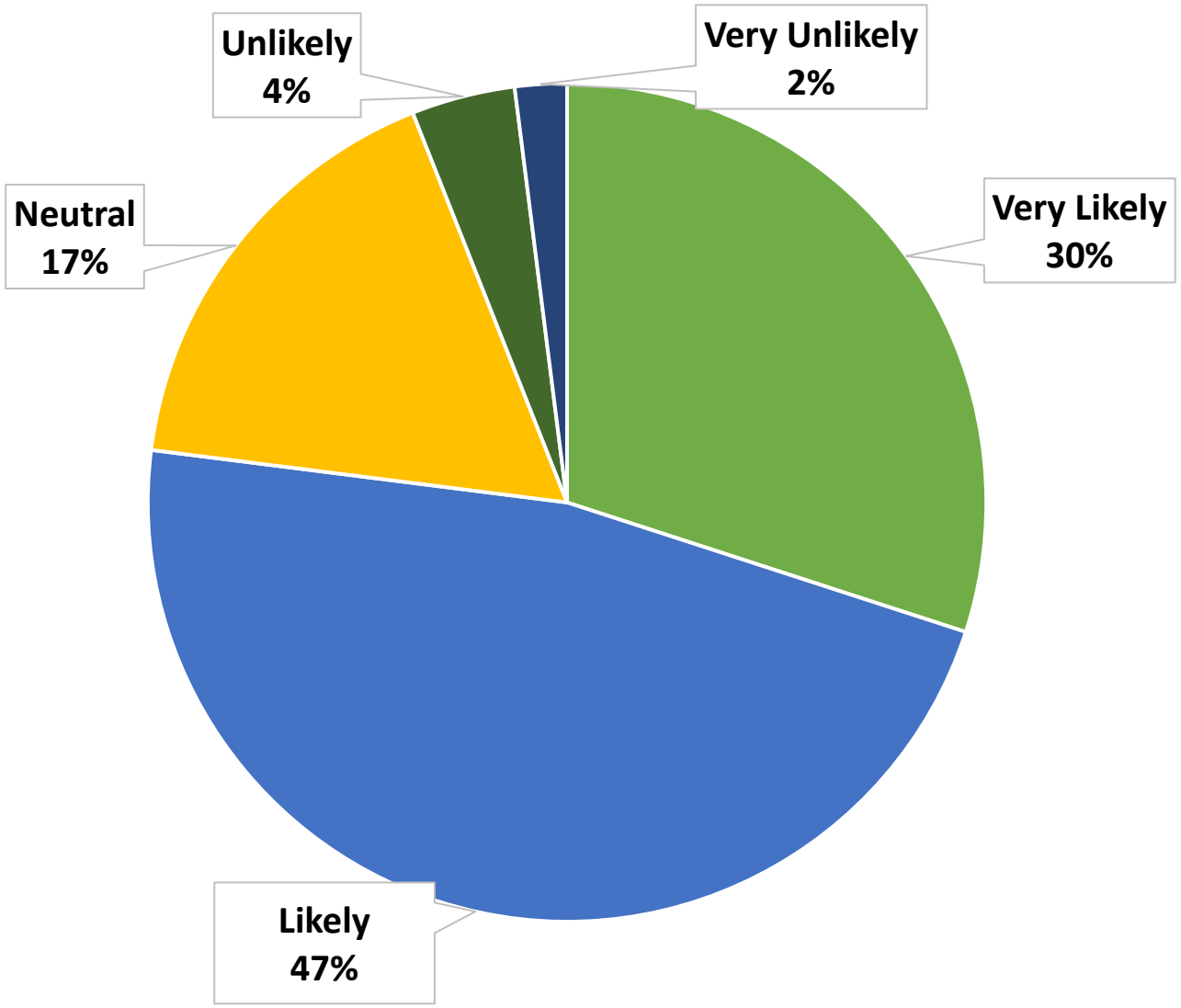
Importance of Shopping Locally



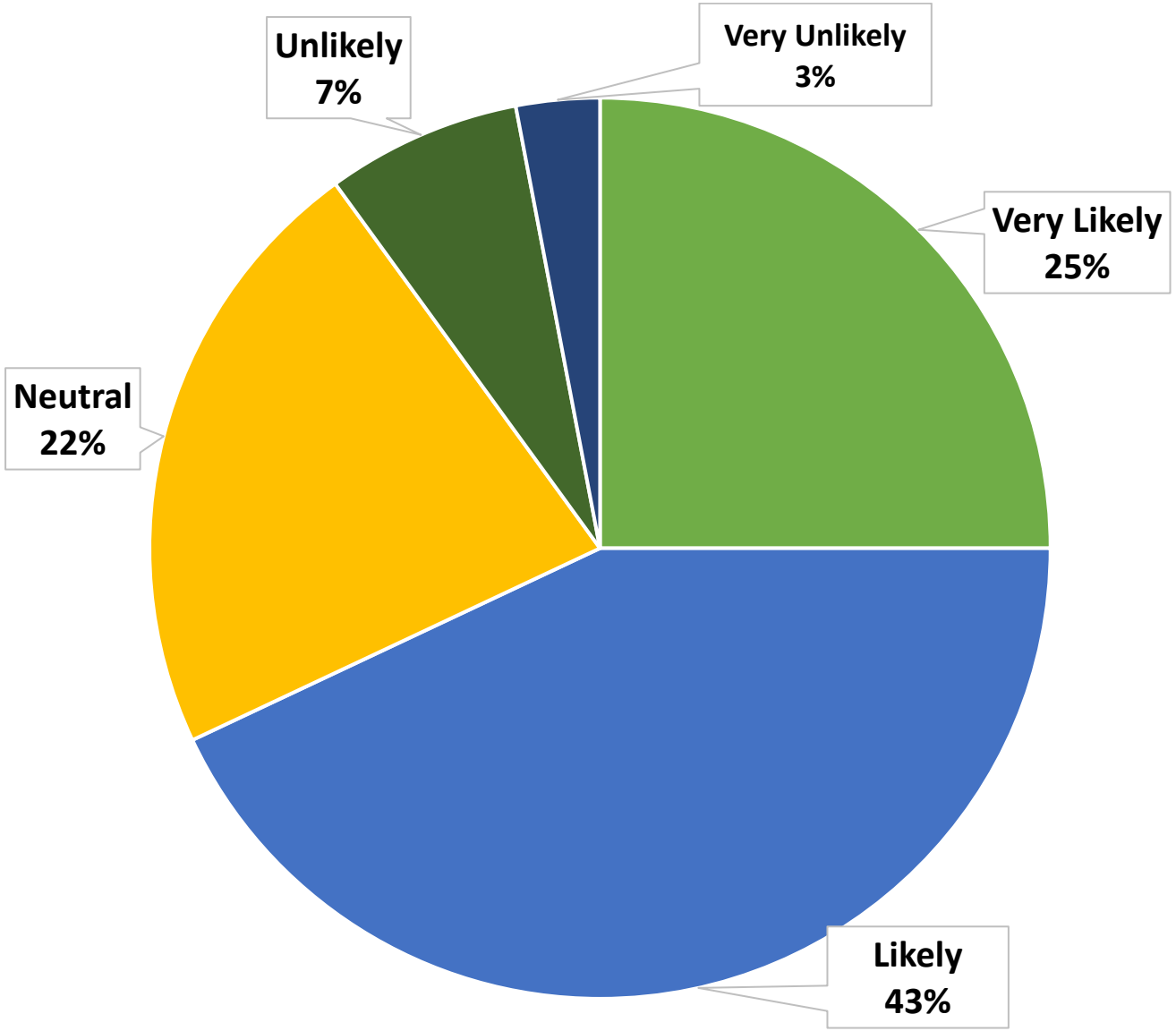
Retail Recruitment

Retail Type	Respondents
National franchises	53%
Retailers that are established in other states, but new to Texas	59%
Retailers that are established in Texas with only a few locations or sparsely in North Texas	73%
Local small businesses	66%

Support Restaurant Economic Development Incentives



Support Retail Economic Development Incentives



Developments Most Needed In Keller

1. Restaurant
2. Retail
3. Entertainment
4. Office
5. Light Industrial

Restaurant & Retail Requests

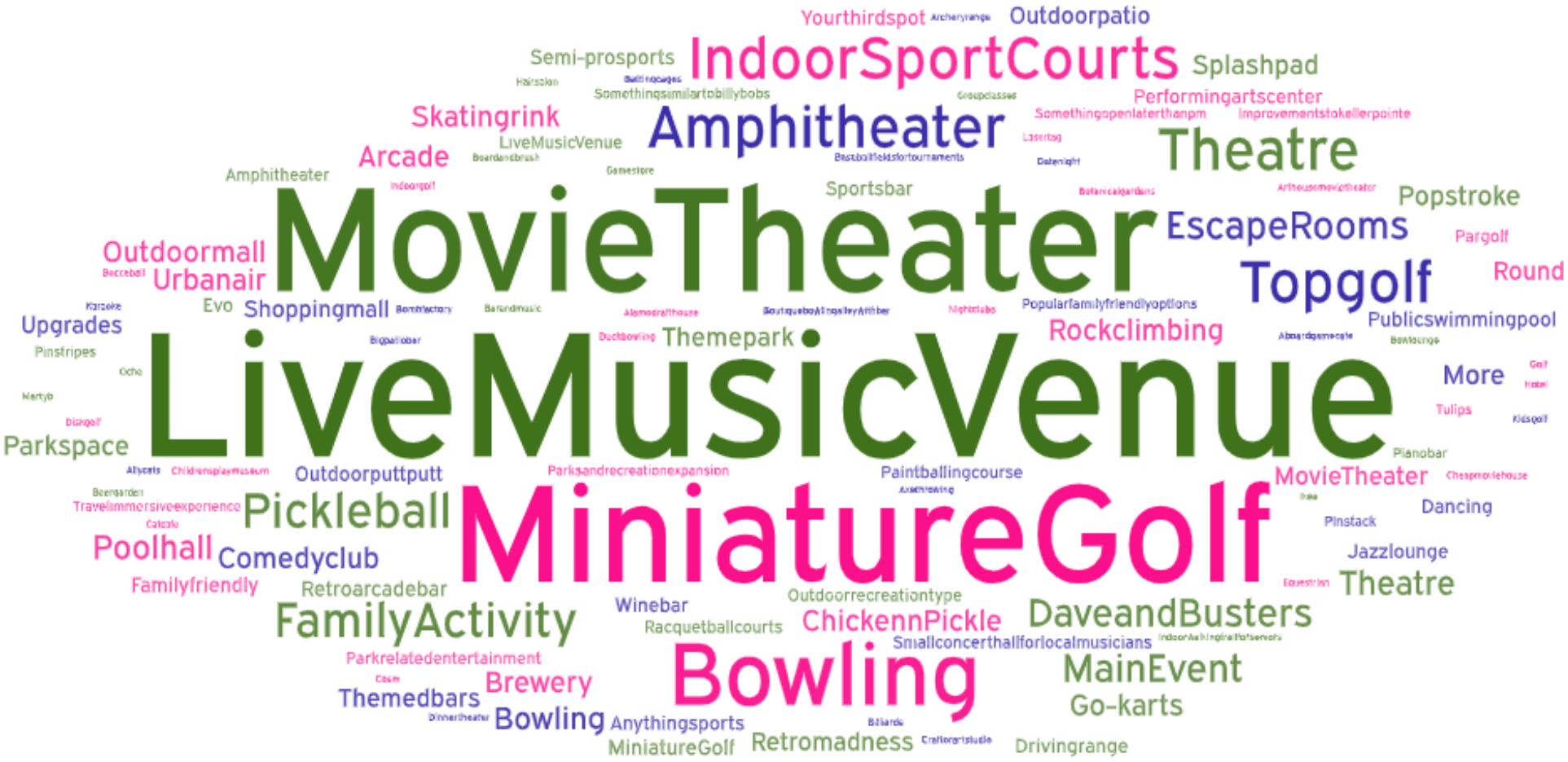
Restaurant Requests

Steakhouse
Seafood
Cava
Olivegarden
Chickensaladchick
In-n-outburger
Papasrestaurants
Texasroadhouse
Italian
Mexican
Local
Midia
Kfc
Outback
Moes
Goldencorral
Mcalisters
Crackerbarrel
Ihop
Cuban
Saltgrass
Torchy'stacos
Upscale
Hibachi
Chipotle
Eddievs
Abuelos
Asian
Chilis
Captainds
Salata
Maggianos
Lebanese
Boca
Giros
Cru
Capitalgrille
Hopdoddy
Sweetgreen
Seasons
Charlestons
Snooze
Heimbbq
Hteao
Healthyfood
Peiwei
Cajun
Perrys
Redlobster
Greek
Spanish
Hush
Redrobin
Lupetortilla
Lahacienda
Rockfish
Flowerchild
Homecooking
Thstreet
Velvettaco
Asianfusion
Bubbas
Dansbagels
Chinese
Eatzis
Panera
Portillos
Highend
Cheddars
Rosa'scafe
Whiskeycake
Applebees
Mesero
Farmtotable
Hutchinsbbq
Devivobros
Macaronigrill
Rushbowls
Restaurantbar
Mediterranean
Farmtomarket
Sit-down
Brio
Flyingfish
Fastfood
Chickenplace
Organic
Family
Dairyqueen
Caferio
Finedining
Islands
Fng
Campisis
Uno
Wildwood
Blackrifle
Tacobell
Non-chain
Carlsjr
Tacocabana
Cafeitalia
Chefowned
Sit-downmexican
Glutenfree
Crumbl
Germanfood
Deltaco
Tex-mex
Desserts
Fiveguys
Martybs
Patio
Jakes
Brewery
Breadzeppelin
Brusters
Saladandgo
Hillside
Blackbeardiner
Latino
Asianfusion
Shakeshack
Toastedyolk
Bojangles
Billmillerbbq
Eataly
Bonefishgrill
Asada
Chuys
Blackwalnut
Sushi
Piada
Brenners
Ethnicfood
Unclejullos
Coolriver
Fuego
Picnik
Tapas
Thai
Spice
Pub
Salads
Jinya
Coltivare
Goldenchick
Claypigeon
Blazepizza
Culvers
Bakery
Delfrisco
Riseno
Creole
Chopshop
Eggtastic
Fastcasual
Anamias
Potbelly
Chiloso
Mutts
Sizzlin
Grimaldipizza
Changs
Bjs
Spiraldiner
Indian
Crabshack
Stonehouse
Farouthospitality
Highend
Elfenix
Korean
Pizza
Frenchbakery
Latinfood
Homecooking
Thstreet
Asianfusion
Casualdining
Hillstone
Saladandgo
Brusters
Lunagrill
Pietap
Sbest
Jimmyjohns
Hofbrau
Cababoos
Wendys
Freebirds
Lazydog
Thehabit
Patio
Lupetortilla
Hillside
Blackbeardiner
Dragonhouse
Thailand
Latinfood
Dansbagels
Bubbas
Panera
Chinese
Eatzis
Pizza
Frenchbakery
Wabagrill
Bluebaker
Dunstons
Lennys
Portillos
Stonehouse
Farouthospitality
Highend
Elfenix
Korean
Varietymenu
Sitdown
Cababoos
Wendys
Lunagrill
Pietap
Sbest

Retail Requests

Excellence • Integrity • Service • Creativity • Communication

Entertainment Requests



Next Steps

- New Economic Development hire will evaluate
- Retail Coach will help assess these new leads and categorize which businesses are a match for Keller.
- Matched businesses:
  - Added to recruitment list
  - Identify potential sites
  - Pursue contacts
  - Arrange site visits
- Continue our Keep it in Keller & Communication efforts

City of KELLER

Questions?

Rachel Reynolds

817-743-4146