



# Restaurant Market Potential

Friendswood City, TX\_1  
 Friendswood City, TX (4827648)  
 Geography: Place

Prepared by City of Friendswood, Karen

Demographic Summary	2019	2024
Population	41,105	44,023
Population 18+	32,023	34,857
Households	14,398	15,311
Median Household Income	\$107,151	\$113,888

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	26,041	81.3%	108
Went to family restaurant/steak house 4+ times/mo	9,786	30.6%	115
Spent at family restaurant/30 days: <\$1-30	2,711	8.5%	105
Spent at family restaurant/30 days: \$31-50	3,002	9.4%	97
Spent at family restaurant/30 days: \$51-100	5,687	17.8%	120
Spent at family restaurant/30 days: \$101-200	4,039	12.6%	134
Family restaurant/steak house last 6 months: breakfast	4,651	14.5%	109
Family restaurant/steak house last 6 months: lunch	6,786	21.2%	110
Family restaurant/steak house last 6 months: dinner	17,286	54.0%	117
Family restaurant/steak house last 6 months: snack	633	2.0%	101
Family restaurant/steak house last 6 months: weekday	11,604	36.2%	119
Family restaurant/steak house last 6 months: weekend	15,237	47.6%	114
Fam rest/steak hse/6 months: Applebee`s	6,431	20.1%	92
Fam rest/steak hse/6 months: Bob Evans Farms	945	3.0%	95
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,825	11.9%	114
Fam rest/steak hse/6 months: California Pizza Kitchen	1,336	4.2%	152
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,291	4.0%	140
Fam rest/steak hse/6 months: The Cheesecake Factory	3,543	11.1%	151
Fam rest/steak hse/6 months: Chili`s Grill & Bar	4,295	13.4%	124
Fam rest/steak hse/6 months: CiCi`s	647	2.0%	71
Fam rest/steak hse/6 months: Cracker Barrel	3,579	11.2%	102
Fam rest/steak hse/6 months: Denny`s	2,577	8.0%	96
Fam rest/steak hse/6 months: Golden Corral	1,705	5.3%	76
Fam rest/steak hse/6 months: IHOP	3,908	12.2%	122
Fam rest/steak hse/6 months: Logan`s Roadhouse	832	2.6%	82
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,933	6.0%	117
Fam rest/steak hse/6 months: Olive Garden	6,359	19.9%	119
Fam rest/steak hse/6 months: Outback Steakhouse	3,583	11.2%	136
Fam rest/steak hse/6 months: Red Lobster	2,804	8.8%	90
Fam rest/steak hse/6 months: Red Robin	3,295	10.3%	148
Fam rest/steak hse/6 months: Ruby Tuesday	1,544	4.8%	105
Fam rest/steak hse/6 months: Texas Roadhouse	3,171	9.9%	100
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,068	6.5%	118
Fam rest/steak hse/6 months: Waffle House	1,791	5.6%	97
Went to fast food/drive-in restaurant in last 6 months	29,557	92.3%	102
Went to fast food/drive-in restaurant 9+ times/month	13,002	40.6%	103
Spent at fast food restaurant/30 days: <\$1-10	1,407	4.4%	97
Spent at fast food restaurant/30 days: \$11-\$20	3,548	11.1%	103
Spent at fast food restaurant/30 days: \$21-\$40	5,518	17.2%	106
Spent at fast food restaurant/30 days: \$41-\$50	3,080	9.6%	110
Spent at fast food restaurant/30 days: \$51-\$100	5,699	17.8%	108
Spent at fast food restaurant/30 days: \$101-\$200	2,863	8.9%	109
Spent at fast food restaurant/30 days: \$201+	1,291	4.0%	131

**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 2019 and 2024.



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	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	12,950	40.4%	109
Fast food/drive-in last 6 months: home delivery	2,747	8.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	15,832	49.4%	105
Fast food/drive-in last 6 months: take-out/walk-in	7,245	22.6%	109
Fast food/drive-in last 6 months: breakfast	12,074	37.7%	106
Fast food/drive-in last 6 months: lunch	17,238	53.8%	107
Fast food/drive-in last 6 months: dinner	15,675	48.9%	105
Fast food/drive-in last 6 months: snack	4,382	13.7%	116
Fast food/drive-in last 6 months: weekday	20,624	64.4%	109
Fast food/drive-in last 6 months: weekend	15,932	49.8%	105
Fast food/drive-in last 6 months: A & W	747	2.3%	81
Fast food/drive-in last 6 months: Arby`s	5,402	16.9%	96
Fast food/drive-in last 6 months: Baskin-Robbins	1,276	4.0%	120
Fast food/drive-in last 6 months: Boston Market	1,343	4.2%	136
Fast food/drive-in last 6 months: Burger King	8,127	25.4%	85
Fast food/drive-in last 6 months: Captain D`s	802	2.5%	68
Fast food/drive-in last 6 months: Carl`s Jr.	1,770	5.5%	93
Fast food/drive-in last 6 months: Checkers	741	2.3%	70
Fast food/drive-in last 6 months: Chick-fil-A	9,871	30.8%	129
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,651	17.6%	142
Fast food/drive-in last 6 months: Chuck E. Cheese`s	734	2.3%	78
Fast food/drive-in last 6 months: Church`s Fr. Chicken	525	1.6%	46
Fast food/drive-in last 6 months: Cold Stone Creamery	1,103	3.4%	117
Fast food/drive-in last 6 months: Dairy Queen	5,053	15.8%	97
Fast food/drive-in last 6 months: Del Taco	1,304	4.1%	105
Fast food/drive-in last 6 months: Domino`s Pizza	3,836	12.0%	95
Fast food/drive-in last 6 months: Dunkin` Donuts	5,502	17.2%	126
Went to Five Guys in last 6 months	4,133	12.9%	137
Fast food/drive-in last 6 months: Hardee`s	1,288	4.0%	61
Fast food/drive-in last 6 months: Jack in the Box	2,264	7.1%	94
Went to Jimmy John`s in last 6 months	2,334	7.3%	121
Fast food/drive-in last 6 months: KFC	5,619	17.5%	85
Fast food/drive-in last 6 months: Krispy Kreme	1,942	6.1%	102
Fast food/drive-in last 6 months: Little Caesars	3,045	9.5%	71
Fast food/drive-in last 6 months: Long John Silver`s	703	2.2%	62
Fast food/drive-in last 6 months: McDonald`s	16,202	50.6%	96
Went to Panda Express in last 6 months	3,321	10.4%	107
Fast food/drive-in last 6 months: Panera Bread	6,215	19.4%	153
Fast food/drive-in last 6 months: Papa John`s	3,022	9.4%	107
Fast food/drive-in last 6 months: Papa Murphy`s	1,766	5.5%	116
Fast food/drive-in last 6 months: Pizza Hut	4,365	13.6%	79
Fast food/drive-in last 6 months: Popeyes Chicken	2,599	8.1%	89
Fast food/drive-in last 6 months: Sonic Drive-In	3,518	11.0%	92
Fast food/drive-in last 6 months: Starbucks	8,013	25.0%	134
Fast food/drive-in last 6 months: Steak `n Shake	1,511	4.7%	85
Fast food/drive-in last 6 months: Subway	8,263	25.8%	100
Fast food/drive-in last 6 months: Taco Bell	8,588	26.8%	93
Fast food/drive-in last 6 months: Wendy`s	8,438	26.3%	103
Fast food/drive-in last 6 months: Whataburger	1,780	5.6%	106
Fast food/drive-in last 6 months: White Castle	813	2.5%	83
Went to fine dining restaurant last month	5,243	16.4%	156
Went to fine dining restaurant 3+ times last month	1,489	4.6%	149

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