



Restaurant Market Potential

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

Prepared by Esri

Demographic Summary		2023	2028	
Population		41,977	43,114	
Population 18+		32,983	34,456	
Households		14,810	15,315	
Median Household Income		\$115,466	\$128,440	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		22,415	68.0%	103
Went to Family Restaurant/Steak House 4+ Times/30 Days		7,052	21.4%	104
Spent \$1-30 at Family Restaurant/Steak House/30 Days		2,007	6.1%	91
Spent \$31-50 at Family Restaurant/Steak House/30 Days		2,793	8.5%	99
Spent \$51-100 at Family Restaurant/Steak House/30 Days		5,048	15.3%	103
Spent \$101-200 at Family Restaurant/Steak House/30 Days		3,419	10.4%	106
Spent \$201+ at Family Restaurant/Steak House/30 Days		1,964	6.0%	121
Spent \$1-100 at Fine Dining Restaurants/30 Days		1,136	3.4%	115
Spent \$101-200 at Fine Dining Restaurants/30 Days		923	2.8%	120
Spent \$201+ at Fine Dining Restaurants/30 Days		860	2.6%	130
Went for Breakfast at Family Restaurant/Steak House/6 Mo		3,297	10.0%	98
Went for Lunch at Family Restaurant/Steak House/6 Mo		5,281	16.0%	98
Went for Dinner at Family Restaurant/Steak House/6 Mo		15,512	47.0%	108
Went for Snacks at Family Restaurant/Steak House/6 Mo		470	1.4%	101
Went on Workday to Family Restaurant/Steak House/6 Mo		10,445	31.7%	106
Went on Weekend to Family Restaurant/Steak House/6 Mo		12,362	37.5%	102
Went to Applebee's/6 Mo		3,505	10.6%	80
Went to Bob Evans/6 Mo		699	2.1%	94
Went to Buffalo Wild Wings/6 Mo		2,429	7.4%	91
Went to California Pizza Kitchen/6 Mo		620	1.9%	134
Went to Carrabba's/6 Mo		751	2.3%	117
Went to The Cheesecake Factory/6 Mo		2,462	7.5%	121
Went to Chili's Grill & Bar/6 Mo		3,064	9.3%	103
Went to Cracker Barrel/6 Mo		2,875	8.7%	89
Went to Denny's/6 Mo		1,365	4.1%	73
Went to Golden Corral/6 Mo		543	1.6%	56
Went to IHOP/6 Mo		2,240	6.8%	95
Went to Logan's Roadhouse/6 Mo		499	1.5%	87
Went to Longhorn Steakhouse/6 Mo		1,807	5.5%	99
Went to Olive Garden/6 Mo		4,473	13.6%	100
Went to Outback Steakhouse/6 Mo		2,598	7.9%	112
Went to Red Lobster/6 Mo		1,688	5.1%	83
Went to Red Robin/6 Mo		2,082	6.3%	125
Went to Ruby Tuesday/6 Mo		378	1.1%	69
Went to Texas Roadhouse/6 Mo		3,465	10.5%	98
Went to T.G.I. Friday's/6 Mo		655	2.0%	91
Went to Waffle House/6 Mo		1,192	3.6%	82
Went to Fast Food/Drive-In Restaurant/6 Mo		30,179	91.5%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		12,150	36.8%	95
Spent \$1-10 at Fast Food Restaurant/30 Days		1,303	4.0%	96
Spent \$11-20 at Fast Food Restaurant/30 Days		2,980	9.0%	107
Spent \$21-40 at Fast Food Restaurant/30 Days		5,594	17.0%	102
Spent \$41-50 at Fast Food Restaurant/30 Days		2,903	8.8%	95
Spent \$51-100 at Fast Food Restaurant/30 Days		6,951	21.1%	103
Spent \$101-200 at Fast Food Restaurant/30 Days		3,882	11.8%	95
Spent \$201+ at Fast Food Restaurant/30 Days		1,619	4.9%	94
Ordered Eat-In Fast Food/6 Mo		6,401	19.4%	95

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	4,256	12.9%	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	19,750	59.9%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	8,049	24.4%	109
Bought Breakfast at Fast Food Restaurant/6 Mo	11,332	34.4%	99
Bought Lunch at Fast Food Restaurant/6 Mo	17,762	53.9%	100
Bought Dinner at Fast Food Restaurant/6 Mo	18,243	55.3%	102
Bought Snack at Fast Food Restaurant/6 Mo	4,800	14.6%	109
Bought from Fast Food Restaurant on Weekday/6 Mo	21,938	66.5%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	17,398	52.7%	100
Bought A&W/6 Mo	567	1.7%	83
Bought Arby`s/6 Mo	5,442	16.5%	92
Bought Baskin-Robbins/6 Mo	1,055	3.2%	103
Bought Boston Market/6 Mo	810	2.5%	127
Bought Burger King/6 Mo	7,719	23.4%	84
Bought Captain D`s/6 Mo	568	1.7%	61
Bought Carl`s Jr./6 Mo	1,191	3.6%	77
Bought Checkers/6 Mo	670	2.0%	82
Bought Chick-Fil-A/6 Mo	11,920	36.1%	110
Bought Chipotle Mexican Grill/6 Mo	6,204	18.8%	117
Bought Chuck E. Cheese`s/6 Mo	239	0.7%	70
Bought Church`s Fried Chicken/6 Mo	683	2.1%	64
Bought Cold Stone Creamery/6 Mo	1,165	3.5%	125
Bought Dairy Queen/6 Mo	4,581	13.9%	92
Bought Del Taco/6 Mo	936	2.8%	86
Bought Domino`s Pizza/6 Mo	4,714	14.3%	89
Bought Dunkin` Donuts/6 Mo	5,807	17.6%	119
Bought Five Guys/6 Mo	3,604	10.9%	112
Bought Hardee`s/6 Mo	998	3.0%	59
Bought Jack in the Box/6 Mo	1,776	5.4%	80
Bought Jersey Mike`s/6 Mo	2,981	9.0%	125
Bought Jimmy John`s/6 Mo	2,214	6.7%	114
Bought KFC/6 Mo	4,576	13.9%	80
Bought Krispy Kreme Doughnuts/6 Mo	2,170	6.6%	96
Bought Little Caesars/6 Mo	3,145	9.5%	81
Bought Long John Silver`s/6 Mo	516	1.6%	66
Bought McDonald`s/6 Mo	15,757	47.8%	95
Bought Panda Express/6 Mo	4,202	12.7%	105
Bought Panera Bread/6 Mo	5,383	16.3%	127
Bought Papa John`s/6 Mo	2,676	8.1%	100
Bought Papa Murphy`s/6 Mo	1,346	4.1%	114
Bought Pizza Hut/6 Mo	3,129	9.5%	77
Bought Popeyes Chicken/6 Mo	4,155	12.6%	91
Bought Sonic Drive-In/6 Mo	3,493	10.6%	90
Bought Starbucks/6 Mo	7,899	23.9%	117
Bought Steak `N Shake/6 Mo	917	2.8%	95
Bought Subway/6 Mo	6,171	18.7%	87
Bought Taco Bell/6 Mo	8,067	24.5%	90
Bought Wendy`s/6 Mo	8,082	24.5%	93
Bought Whataburger/6 Mo	1,971	6.0%	101
Bought White Castle/6 Mo	631	1.9%	77
Bought Wing-Stop/6 Mo	953	2.9%	86

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Went to Fine Dining Restaurant/6 Mo	4,757	14.4%	119
Went to Fine Dining Restaurant/30 Days	3,630	11.0%	122
Went to Fine Dining Restaurant 2+ Times/30 Days	1,660	5.0%	122
Used DoorDash Site/App for Take-Out/Del/30 Days	3,988	12.1%	105
Used Grubhub Site/App for Take-Out/Del/30 Days	1,919	5.8%	107
Used Postmates Site/App for Take-Out/Del/30 Days	402	1.2%	72
Used Restrnt Site/App for Take-Out/Del/30 Days	8,199	24.9%	112
Used Uber Eats Site/App for Take-Out/Del/30 Days	2,153	6.5%	101
Used Yelp Site/App for Take-Out/Del/30 Days	621	1.9%	114

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