



## Restaurant Market Potential

Bastrop County, TX 5  
Bastrop County, TX (48021)  
Geography: County

Prepared by Esri

Demographic Summary		2018	2023
Population		86,649	95,679
Population 18+		66,468	73,770
Households		30,135	33,280
Median Household Income		\$56,954	\$63,167
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	49,797	74.9%	99
Went to family restaurant/steak house 4+ times/mo	18,686	28.1%	105
Spent at family restaurant/30 days: <\$31	5,902	8.9%	102
Spent at family restaurant/30 days: \$31-50	6,774	10.2%	102
Spent at family restaurant/30 days: \$51-100	11,085	16.7%	108
Spent at family restaurant/30 days: \$101-200	6,066	9.1%	98
Spent at family restaurant/30 days: \$201-300	1,336	2.0%	81
Family restaurant/steak house last 6 months: breakfast	8,483	12.8%	95
Family restaurant/steak house last 6 months: lunch	13,622	20.5%	105
Family restaurant/steak house last 6 months: dinner	30,558	46.0%	98
Family restaurant/steak house last 6 months: snack	1,080	1.6%	83
Family restaurant/steak house last 6 months: weekday	21,132	31.8%	103
Family restaurant/steak house last 6 months: weekend	27,567	41.5%	98
Fam rest/steak hse/6 months: Applebee`s	15,290	23.0%	102
Fam rest/steak hse/6 months: Bob Evans Farms	2,263	3.4%	93
Fam rest/steak hse/6 months: Buffalo Wild Wings	6,312	9.5%	91
Fam rest/steak hse/6 months: California Pizza Kitchen	650	1.0%	35
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,738	2.6%	87
Fam rest/steak hse/6 months: The Cheesecake Factory	2,755	4.1%	57
Fam rest/steak hse/6 months: Chili`s Grill & Bar	7,378	11.1%	107
Fam rest/steak hse/6 months: CiCi`s Pizza	2,981	4.5%	126
Fam rest/steak hse/6 months: Cracker Barrel	10,130	15.2%	138
Fam rest/steak hse/6 months: Denny`s	5,307	8.0%	93
Fam rest/steak hse/6 months: Golden Corral	7,534	11.3%	152
Fam rest/steak hse/6 months: IHOP	6,482	9.8%	95
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,957	6.0%	189
Fam rest/steak hse/6 months: LongHorn Steakhouse	3,775	5.7%	108
Fam rest/steak hse/6 months: Olive Garden	11,089	16.7%	100
Fam rest/steak hse/6 months: Outback Steakhouse	6,014	9.0%	101
Fam rest/steak hse/6 months: Red Lobster	6,999	10.5%	100
Fam rest/steak hse/6 months: Red Robin	4,304	6.5%	92
Fam rest/steak hse/6 months: Ruby Tuesday	3,723	5.6%	104
Fam rest/steak hse/6 months: Texas Roadhouse	7,949	12.0%	120
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,685	4.0%	72
Fam rest/steak hse/6 months: Waffle House	6,057	9.1%	157
Went to fast food/drive-in restaurant in last 6 mo	60,735	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	28,066	42.2%	107
Spent at fast food restaurant/30 days: <\$11	3,192	4.8%	93
Spent at fast food restaurant/30 days: \$11-\$20	7,002	10.5%	100
Spent at fast food restaurant/30 days: \$21-\$40	11,604	17.5%	107
Spent at fast food restaurant/30 days: \$41-\$50	5,716	8.6%	96
Spent at fast food restaurant/30 days: \$51-\$100	11,868	17.9%	107
Spent at fast food restaurant/30 days: \$101-\$200	5,293	8.0%	100
Spent at fast food restaurant/30 days: \$201+	1,960	2.9%	106

**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 2018 and 2023.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: eat in	24,216	36.4%	99
Fast food/drive-in last 6 months: home delivery	4,898	7.4%	88
Fast food/drive-in last 6 months: take-out/drive-thru	34,221	51.5%	109
Fast food/drive-in last 6 months: take-out/walk-in	13,536	20.4%	97
Fast food/drive-in last 6 months: breakfast	24,486	36.8%	106
Fast food/drive-in last 6 months: lunch	35,089	52.8%	104
Fast food/drive-in last 6 months: dinner	31,583	47.5%	103
Fast food/drive-in last 6 months: snack	7,165	10.8%	86
Fast food/drive-in last 6 months: weekday	41,426	62.3%	104
Fast food/drive-in last 6 months: weekend	32,106	48.3%	101
Fast food/drive-in last 6 months: A & W	1,901	2.9%	110
Fast food/drive-in last 6 months: Arby's	13,232	19.9%	120
Fast food/drive-in last 6 months: Baskin-Robbins	1,507	2.3%	65
Fast food/drive-in last 6 months: Boston Market	1,269	1.9%	58
Fast food/drive-in last 6 months: Burger King	21,660	32.6%	110
Fast food/drive-in last 6 months: Captain D's	5,372	8.1%	192
Fast food/drive-in last 6 months: Carl's Jr.	3,014	4.5%	79
Fast food/drive-in last 6 months: Checkers	2,523	3.8%	113
Fast food/drive-in last 6 months: Chick-fil-A	14,684	22.1%	101
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,703	7.1%	54
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,951	2.9%	95
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,440	3.7%	103
Fast food/drive-in last 6 months: Cold Stone Creamery	1,574	2.4%	73
Fast food/drive-in last 6 months: Dairy Queen	12,387	18.6%	121
Fast food/drive-in last 6 months: Del Taco	1,722	2.6%	73
Fast food/drive-in last 6 months: Domino's Pizza	8,424	12.7%	103
Fast food/drive-in last 6 months: Dunkin' Donuts	6,428	9.7%	70
Went to Five Guys in last 6 months	5,106	7.7%	79
Fast food/drive-in last 6 months: Hardee's	6,898	10.4%	165
Fast food/drive-in last 6 months: Jack in the Box	4,675	7.0%	88
Went to Jimmy John's in last 6 months	2,767	4.2%	71
Fast food/drive-in last 6 months: KFC	16,004	24.1%	119
Fast food/drive-in last 6 months: Krispy Kreme	3,701	5.6%	97
Fast food/drive-in last 6 months: Little Caesars	10,651	16.0%	119
Fast food/drive-in last 6 months: Long John Silver's	2,967	4.5%	123
Fast food/drive-in last 6 months: McDonald's	37,157	55.9%	106
Went to Panda Express in last 6 months	5,074	7.6%	81
Fast food/drive-in last 6 months: Panera Bread	5,953	9.0%	70
Fast food/drive-in last 6 months: Papa John's	5,737	8.6%	98
Fast food/drive-in last 6 months: Papa Murphy's	3,541	5.3%	105
Fast food/drive-in last 6 months: Pizza Hut	13,673	20.6%	121
Fast food/drive-in last 6 months: Popeyes Chicken	6,371	9.6%	103
Fast food/drive-in last 6 months: Sonic Drive-In	10,554	15.9%	135
Fast food/drive-in last 6 months: Starbucks	8,708	13.1%	72
Fast food/drive-in last 6 months: Steak 'n Shake	3,974	6.0%	109
Fast food/drive-in last 6 months: Subway	19,277	29.0%	106
Fast food/drive-in last 6 months: Taco Bell	21,407	32.2%	112
Fast food/drive-in last 6 months: Wendy's	18,246	27.5%	109
Fast food/drive-in last 6 months: Whataburger	4,057	6.1%	128
Fast food/drive-in last 6 months: White Castle	1,818	2.7%	86

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Went to fine dining restaurant last month	4,959	7.5%	69
Went to fine dining restaurant 3+ times last month	1,280	1.9%	60
Spent at fine dining restaurant/30 days: <\$51	1,101	1.7%	102
Spent at fine dining restaurant/30 days: \$51-\$100	1,378	2.1%	63
Spent at fine dining restaurant/30 days: \$101-\$200	1,329	2.0%	76

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