



Restaurant Market Potential

7 N 9th St Columbia MO 65201
 7 N 9th St Columbia MO 65201
 Ring: 1 mile radius

Latitude: 38.9519
 Longitude: -92.3276

Demographic Summary	2016	2021
Population	20,037	21,121
Population 18+	18,544	19,524
Households	6,119	6,585
Median Household Income	\$18,835	\$18,760

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	13,278	71.6%	96
Went to family restaurant/steak house 4+ times/mo	4,584	24.7%	90
Spent at family rest/steak hse last 6 months: <\$31	1,496	8.1%	114
Spent at family rest/steak hse last 6 months: \$31-50	1,974	10.6%	129
Spent at family rest/steak hse last 6 months: \$51-100	3,856	20.8%	138
Spent at family rest/steak hse last 6 months: \$101-200	1,822	9.8%	82
Spent at family rest/steak hse last 6 months: \$201-300	920	5.0%	91
Spent at family rest/steak hse last 6 months: \$301+	1,045	5.6%	77
Family restaurant/steak house last 6 months: breakfast	2,468	13.3%	106
Family restaurant/steak house last 6 months: lunch	3,943	21.3%	113
Family restaurant/steak house last 6 months: dinner	9,462	51.0%	110
Family restaurant/steak house last 6 months: snack	881	4.8%	249
Family restaurant/steak house last 6 months: weekday	5,481	29.6%	97
Family restaurant/steak house last 6 months: weekend	8,527	46.0%	111
Fam rest/steak hse/6 months: Applebee`s	4,837	26.1%	110
Fam rest/steak hse/6 months: Bob Evans Farms	974	5.3%	144
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,126	11.5%	134
Fam rest/steak hse/6 months: California Pizza Kitchen	529	2.9%	85
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	311	1.7%	54
Fam rest/steak hse/6 months: The Cheesecake Factory	1,162	6.3%	96
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,105	11.4%	94
Fam rest/steak hse/6 months: CiCi`s Pizza	903	4.9%	125
Fam rest/steak hse/6 months: Cracker Barrel	1,578	8.5%	85
Fam rest/steak hse/6 months: Denny`s	1,544	8.3%	90
Fam rest/steak hse/6 months: Golden Corral	1,453	7.8%	97
Fam rest/steak hse/6 months: IHOP	2,114	11.4%	102
Fam rest/steak hse/6 months: Logan`s Roadhouse	652	3.5%	103
Fam rest/steak hse/6 months: LongHorn Steakhouse	525	2.8%	59
Fam rest/steak hse/6 months: Old Country Buffet	204	1.1%	64
Fam rest/steak hse/6 months: Olive Garden	4,037	21.8%	126
Fam rest/steak hse/6 months: Outback Steakhouse	2,122	11.4%	121
Fam rest/steak hse/6 months: Red Lobster	1,849	10.0%	83
Fam rest/steak hse/6 months: Red Robin	1,356	7.3%	120
Fam rest/steak hse/6 months: Ruby Tuesday	1,298	7.0%	115
Fam rest/steak hse/6 months: Texas Roadhouse	1,851	10.0%	132
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,335	7.2%	96
Fam rest/steak hse/6 months: Waffle House	987	5.3%	101
Went to fast food/drive-in restaurant in last 6 mo	16,906	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	7,192	38.8%	98
Spent at fast food/drive-in last 6 months: <\$11	905	4.9%	114
Spent at fast food/drive-in last 6 months: \$11-\$20	1,507	8.1%	110
Spent at fast food/drive-in last 6 months: \$21-\$40	2,596	14.0%	119
Spent at fast food/drive-in last 6 months: \$41-\$50	1,561	8.4%	111
Spent at fast food/drive-in last 6 months: \$51-\$100	4,468	24.1%	144
Spent at fast food/drive-in last 6 months: \$101-\$200	3,041	16.4%	136
Spent at fast food/drive-in last 6 months: \$201+	2,280	12.3%	101

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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	8,105	43.7%	120
Fast food/drive-in last 6 months: home delivery	1,771	9.6%	125
Fast food/drive-in last 6 months: take-out/drive-thru	8,772	47.3%	102
Fast food/drive-in last 6 months: take-out/walk-in	4,637	25.0%	129
Fast food/drive-in last 6 months: breakfast	5,669	30.6%	94
Fast food/drive-in last 6 months: lunch	9,534	51.4%	103
Fast food/drive-in last 6 months: dinner	9,827	53.0%	120
Fast food/drive-in last 6 months: snack	2,959	16.0%	132
Fast food/drive-in last 6 months: weekday	11,738	63.3%	109
Fast food/drive-in last 6 months: weekend	8,398	45.3%	99
Fast food/drive-in last 6 months: A & W	444	2.4%	86
Fast food/drive-in last 6 months: Arby`s	2,824	15.2%	96
Fast food/drive-in last 6 months: Baskin-Robbins	344	1.9%	56
Fast food/drive-in last 6 months: Boston Market	579	3.1%	92
Fast food/drive-in last 6 months: Burger King	5,356	28.9%	95
Fast food/drive-in last 6 months: Captain D`s	189	1.0%	30
Fast food/drive-in last 6 months: Carl`s Jr.	1,136	6.1%	110
Fast food/drive-in last 6 months: Checkers	806	4.3%	152
Fast food/drive-in last 6 months: Chick-fil-A	6,014	32.4%	181
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,365	12.8%	123
Fast food/drive-in last 6 months: Chuck E. Cheese`s	449	2.4%	72
Fast food/drive-in last 6 months: Church`s Fr. Chicken	293	1.6%	48
Fast food/drive-in last 6 months: Cold Stone Creamery	1,051	5.7%	187
Fast food/drive-in last 6 months: Dairy Queen	2,983	16.1%	114
Fast food/drive-in last 6 months: Del Taco	777	4.2%	116
Fast food/drive-in last 6 months: Domino`s Pizza	3,193	17.2%	145
Fast food/drive-in last 6 months: Dunkin` Donuts	1,983	10.7%	90
Fast food/drive-in last 6 months: Hardee`s	761	4.1%	71
Fast food/drive-in last 6 months: Jack in the Box	1,171	6.3%	76
Fast food/drive-in last 6 months: KFC	2,873	15.5%	73
Fast food/drive-in last 6 months: Krispy Kreme	1,185	6.4%	138
Fast food/drive-in last 6 months: Little Caesars	3,928	21.2%	187
Fast food/drive-in last 6 months: Long John Silver`s	859	4.6%	91
Fast food/drive-in last 6 months: McDonald`s	11,494	62.0%	112
Went to Panda Express in last 6 months	1,876	10.1%	132
Fast food/drive-in last 6 months: Panera Bread	3,933	21.2%	187
Fast food/drive-in last 6 months: Papa John`s	2,191	11.8%	132
Fast food/drive-in last 6 months: Papa Murphy`s	956	5.2%	122
Fast food/drive-in last 6 months: Pizza Hut	4,495	24.2%	121
Fast food/drive-in last 6 months: Popeyes Chicken	1,065	5.7%	74
Fast food/drive-in last 6 months: Quiznos	304	1.6%	51
Fast food/drive-in last 6 months: Sonic Drive-In	2,330	12.6%	122
Fast food/drive-in last 6 months: Starbucks	4,531	24.4%	166
Fast food/drive-in last 6 months: Steak `n Shake	863	4.7%	92
Fast food/drive-in last 6 months: Subway	6,158	33.2%	102
Fast food/drive-in last 6 months: Taco Bell	7,061	38.1%	123
Fast food/drive-in last 6 months: Wendy`s	7,009	37.8%	136
Fast food/drive-in last 6 months: Whataburger	717	3.9%	92
Fast food/drive-in last 6 months: White Castle	320	1.7%	60

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 2016 and 2021.



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Went to fine dining restaurant last month	1,783	9.6%	86
Went to fine dining restaurant 3+ times last month	404	2.2%	70
Spent at fine dining rest in last 6 months: <\$51	525	2.8%	139
Spent at fine dining rest in last 6 months: \$51-\$100	671	3.6%	98
Spent at fine dining rest in last 6 months: \$101-\$200	403	2.2%	59
Spent at fine dining rest in last 6 months: \$201+	403	2.2%	55

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Restaurant Market Potential

7 N 9th St Columbia MO 65201
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 Ring: 5 mile radius

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Demographic Summary	2016	2021
Population	129,990	139,686
Population 18+	105,296	113,284
Households	51,463	55,257
Median Household Income	\$43,326	\$49,189

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	80,389	76.3%	102
Went to family restaurant/steak house 4+ times/mo	29,640	28.1%	102
Spent at family rest/steak hse last 6 months: <\$31	7,512	7.1%	101
Spent at family rest/steak hse last 6 months: \$31-50	9,587	9.1%	111
Spent at family rest/steak hse last 6 months: \$51-100	18,942	18.0%	119
Spent at family rest/steak hse last 6 months: \$101-200	11,356	10.8%	90
Spent at family rest/steak hse last 6 months: \$201-300	6,109	5.8%	107
Spent at family rest/steak hse last 6 months: \$301+	7,420	7.0%	96
Family restaurant/steak house last 6 months: breakfast	14,334	13.6%	109
Family restaurant/steak house last 6 months: lunch	21,565	20.5%	109
Family restaurant/steak house last 6 months: dinner	53,241	50.6%	109
Family restaurant/steak house last 6 months: snack	3,539	3.4%	177
Family restaurant/steak house last 6 months: weekday	35,058	33.3%	110
Family restaurant/steak house last 6 months: weekend	46,141	43.8%	106
Fam rest/steak hse/6 months: Applebee`s	26,517	25.2%	106
Fam rest/steak hse/6 months: Bob Evans Farms	4,323	4.1%	112
Fam rest/steak hse/6 months: Buffalo Wild Wings	11,816	11.2%	131
Fam rest/steak hse/6 months: California Pizza Kitchen	3,546	3.4%	100
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,278	3.1%	100
Fam rest/steak hse/6 months: The Cheesecake Factory	6,801	6.5%	99
Fam rest/steak hse/6 months: Chili`s Grill & Bar	14,321	13.6%	112
Fam rest/steak hse/6 months: CiCi`s Pizza	5,257	5.0%	128
Fam rest/steak hse/6 months: Cracker Barrel	10,548	10.0%	100
Fam rest/steak hse/6 months: Denny`s	9,543	9.1%	98
Fam rest/steak hse/6 months: Golden Corral	8,717	8.3%	103
Fam rest/steak hse/6 months: IHOP	12,904	12.3%	109
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,954	3.8%	110
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,520	4.3%	90
Fam rest/steak hse/6 months: Old Country Buffet	1,482	1.4%	81
Fam rest/steak hse/6 months: Olive Garden	21,221	20.2%	116
Fam rest/steak hse/6 months: Outback Steakhouse	11,127	10.6%	112
Fam rest/steak hse/6 months: Red Lobster	11,900	11.3%	94
Fam rest/steak hse/6 months: Red Robin	7,580	7.2%	118
Fam rest/steak hse/6 months: Ruby Tuesday	6,789	6.4%	106
Fam rest/steak hse/6 months: Texas Roadhouse	10,207	9.7%	128
Fam rest/steak hse/6 months: T.G.I. Friday`s	7,840	7.4%	99
Fam rest/steak hse/6 months: Waffle House	6,092	5.8%	109
Went to fast food/drive-in restaurant in last 6 mo	96,732	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	43,524	41.3%	105
Spent at fast food/drive-in last 6 months: <\$11	4,325	4.1%	96
Spent at fast food/drive-in last 6 months: \$11-\$20	7,624	7.2%	98
Spent at fast food/drive-in last 6 months: \$21-\$40	13,882	13.2%	112
Spent at fast food/drive-in last 6 months: \$41-\$50	7,883	7.5%	99
Spent at fast food/drive-in last 6 months: \$51-\$100	19,316	18.3%	110
Spent at fast food/drive-in last 6 months: \$101-\$200	14,978	14.2%	118
Spent at fast food/drive-in last 6 months: \$201+	14,139	13.4%	111

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	41,944	39.8%	110
Fast food/drive-in last 6 months: home delivery	9,959	9.5%	123
Fast food/drive-in last 6 months: take-out/drive-thru	52,274	49.6%	107
Fast food/drive-in last 6 months: take-out/walk-in	24,430	23.2%	119
Fast food/drive-in last 6 months: breakfast	34,468	32.7%	101
Fast food/drive-in last 6 months: lunch	56,100	53.3%	107
Fast food/drive-in last 6 months: dinner	52,494	49.9%	113
Fast food/drive-in last 6 months: snack	15,537	14.8%	122
Fast food/drive-in last 6 months: weekday	65,489	62.2%	107
Fast food/drive-in last 6 months: weekend	50,703	48.2%	105
Fast food/drive-in last 6 months: A & W	2,528	2.4%	86
Fast food/drive-in last 6 months: Arby`s	17,064	16.2%	102
Fast food/drive-in last 6 months: Baskin-Robbins	3,007	2.9%	86
Fast food/drive-in last 6 months: Boston Market	3,485	3.3%	97
Fast food/drive-in last 6 months: Burger King	31,634	30.0%	99
Fast food/drive-in last 6 months: Captain D`s	2,040	1.9%	57
Fast food/drive-in last 6 months: Carl`s Jr.	6,276	6.0%	107
Fast food/drive-in last 6 months: Checkers	3,594	3.4%	119
Fast food/drive-in last 6 months: Chick-fil-A	27,241	25.9%	145
Fast food/drive-in last 6 months: Chipotle Mex. Grill	13,654	13.0%	125
Fast food/drive-in last 6 months: Chuck E. Cheese`s	3,722	3.5%	105
Fast food/drive-in last 6 months: Church`s Fr. Chicken	2,891	2.7%	84
Fast food/drive-in last 6 months: Cold Stone Creamery	4,573	4.3%	143
Fast food/drive-in last 6 months: Dairy Queen	15,928	15.1%	107
Fast food/drive-in last 6 months: Del Taco	4,343	4.1%	114
Fast food/drive-in last 6 months: Domino`s Pizza	15,198	14.4%	122
Fast food/drive-in last 6 months: Dunkin` Donuts	10,772	10.2%	86
Fast food/drive-in last 6 months: Hardee`s	4,688	4.5%	77
Fast food/drive-in last 6 months: Jack in the Box	9,557	9.1%	110
Fast food/drive-in last 6 months: KFC	19,204	18.2%	86
Fast food/drive-in last 6 months: Krispy Kreme	5,973	5.7%	123
Fast food/drive-in last 6 months: Little Caesars	17,266	16.4%	145
Fast food/drive-in last 6 months: Long John Silver`s	4,802	4.6%	90
Fast food/drive-in last 6 months: McDonald`s	61,022	58.0%	105
Went to Panda Express in last 6 months	9,735	9.2%	121
Fast food/drive-in last 6 months: Panera Bread	17,334	16.5%	145
Fast food/drive-in last 6 months: Papa John`s	12,445	11.8%	132
Fast food/drive-in last 6 months: Papa Murphy`s	5,805	5.5%	130
Fast food/drive-in last 6 months: Pizza Hut	22,234	21.1%	105
Fast food/drive-in last 6 months: Popeyes Chicken	7,601	7.2%	93
Fast food/drive-in last 6 months: Quiznos	3,183	3.0%	94
Fast food/drive-in last 6 months: Sonic Drive-In	12,461	11.8%	115
Fast food/drive-in last 6 months: Starbucks	21,084	20.0%	136
Fast food/drive-in last 6 months: Steak `n Shake	5,912	5.6%	111
Fast food/drive-in last 6 months: Subway	37,101	35.2%	109
Fast food/drive-in last 6 months: Taco Bell	37,796	35.9%	116
Fast food/drive-in last 6 months: Wendy`s	33,516	31.8%	115
Fast food/drive-in last 6 months: Whataburger	5,639	5.4%	127
Fast food/drive-in last 6 months: White Castle	2,506	2.4%	82

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Went to fine dining restaurant last month	11,862	11.3%	100
Went to fine dining restaurant 3+ times last month	3,286	3.1%	100
Spent at fine dining rest in last 6 months: <\$51	2,174	2.1%	101
Spent at fine dining rest in last 6 months: \$51-\$100	4,295	4.1%	110
Spent at fine dining rest in last 6 months: \$101-\$200	3,375	3.2%	87
Spent at fine dining rest in last 6 months: \$201+	3,540	3.4%	85

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Restaurant Market Potential

7 N 9th St Columbia MO 65201
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 Ring: 10 mile radius

Latitude: 38.9519
 Longitude: -92.3276

Demographic Summary	2016	2021
Population	153,145	164,965
Population 18+	122,989	132,760
Households	60,116	64,637
Median Household Income	\$46,390	\$52,503

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	94,592	76.9%	103
Went to family restaurant/steak house 4+ times/mo	35,052	28.5%	104
Spent at family rest/steak hse last 6 months: <\$31	8,612	7.0%	99
Spent at family rest/steak hse last 6 months: \$31-50	11,282	9.2%	111
Spent at family rest/steak hse last 6 months: \$51-100	21,753	17.7%	117
Spent at family rest/steak hse last 6 months: \$101-200	13,670	11.1%	93
Spent at family rest/steak hse last 6 months: \$201-300	7,297	5.9%	109
Spent at family rest/steak hse last 6 months: \$301+	9,131	7.4%	101
Family restaurant/steak house last 6 months: breakfast	16,869	13.7%	109
Family restaurant/steak house last 6 months: lunch	25,146	20.4%	108
Family restaurant/steak house last 6 months: dinner	62,797	51.1%	110
Family restaurant/steak house last 6 months: snack	3,901	3.2%	167
Family restaurant/steak house last 6 months: weekday	41,452	33.7%	111
Family restaurant/steak house last 6 months: weekend	54,420	44.2%	107
Fam rest/steak hse/6 months: Applebee`s	30,963	25.2%	106
Fam rest/steak hse/6 months: Bob Evans Farms	4,970	4.0%	110
Fam rest/steak hse/6 months: Buffalo Wild Wings	13,696	11.1%	130
Fam rest/steak hse/6 months: California Pizza Kitchen	4,125	3.4%	100
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	4,031	3.3%	105
Fam rest/steak hse/6 months: The Cheesecake Factory	8,001	6.5%	100
Fam rest/steak hse/6 months: Chili`s Grill & Bar	16,944	13.8%	114
Fam rest/steak hse/6 months: CiCi`s Pizza	5,973	4.9%	125
Fam rest/steak hse/6 months: Cracker Barrel	12,891	10.5%	104
Fam rest/steak hse/6 months: Denny`s	11,043	9.0%	97
Fam rest/steak hse/6 months: Golden Corral	10,237	8.3%	103
Fam rest/steak hse/6 months: IHOP	15,049	12.2%	109
Fam rest/steak hse/6 months: Logan`s Roadhouse	4,727	3.8%	112
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,588	4.5%	95
Fam rest/steak hse/6 months: Old Country Buffet	1,779	1.4%	84
Fam rest/steak hse/6 months: Olive Garden	24,824	20.2%	116
Fam rest/steak hse/6 months: Outback Steakhouse	13,075	10.6%	112
Fam rest/steak hse/6 months: Red Lobster	14,370	11.7%	97
Fam rest/steak hse/6 months: Red Robin	8,987	7.3%	120
Fam rest/steak hse/6 months: Ruby Tuesday	8,011	6.5%	107
Fam rest/steak hse/6 months: Texas Roadhouse	11,937	9.7%	128
Fam rest/steak hse/6 months: T.G.I. Friday`s	9,253	7.5%	100
Fam rest/steak hse/6 months: Waffle House	7,131	5.8%	110
Went to fast food/drive-in restaurant in last 6 mo	113,032	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	51,016	41.5%	105
Spent at fast food/drive-in last 6 months: <\$11	5,018	4.1%	95
Spent at fast food/drive-in last 6 months: \$11-\$20	8,771	7.1%	96
Spent at fast food/drive-in last 6 months: \$21-\$40	15,988	13.0%	110
Spent at fast food/drive-in last 6 months: \$41-\$50	9,272	7.5%	100
Spent at fast food/drive-in last 6 months: \$51-\$100	22,294	18.1%	109
Spent at fast food/drive-in last 6 months: \$101-\$200	17,449	14.2%	118
Spent at fast food/drive-in last 6 months: \$201+	16,764	13.6%	112

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 2016 and 2021.



Restaurant Market Potential

7 N 9th St Columbia MO 65201
 7 N 9th St Columbia MO 65201
 Ring: 10 mile radius

Latitude: 38.9519
 Longitude: -92.3276

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	48,896	39.8%	109
Fast food/drive-in last 6 months: home delivery	11,467	9.3%	122
Fast food/drive-in last 6 months: take-out/drive-thru	61,526	50.0%	108
Fast food/drive-in last 6 months: take-out/walk-in	28,050	22.8%	117
Fast food/drive-in last 6 months: breakfast	40,848	33.2%	102
Fast food/drive-in last 6 months: lunch	65,973	53.6%	107
Fast food/drive-in last 6 months: dinner	61,332	49.9%	113
Fast food/drive-in last 6 months: snack	17,900	14.6%	121
Fast food/drive-in last 6 months: weekday	77,103	62.7%	108
Fast food/drive-in last 6 months: weekend	59,378	48.3%	106
Fast food/drive-in last 6 months: A & W	2,999	2.4%	88
Fast food/drive-in last 6 months: Arby`s	20,458	16.6%	105
Fast food/drive-in last 6 months: Baskin-Robbins	3,504	2.8%	86
Fast food/drive-in last 6 months: Boston Market	3,937	3.2%	94
Fast food/drive-in last 6 months: Burger King	37,056	30.1%	99
Fast food/drive-in last 6 months: Captain D`s	2,635	2.1%	63
Fast food/drive-in last 6 months: Carl`s Jr.	7,104	5.8%	104
Fast food/drive-in last 6 months: Checkers	4,005	3.3%	114
Fast food/drive-in last 6 months: Chick-fil-A	31,663	25.7%	144
Fast food/drive-in last 6 months: Chipotle Mex. Grill	15,737	12.8%	123
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,322	3.5%	105
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,316	2.7%	82
Fast food/drive-in last 6 months: Cold Stone Creamery	5,130	4.2%	137
Fast food/drive-in last 6 months: Dairy Queen	18,789	15.3%	108
Fast food/drive-in last 6 months: Del Taco	4,831	3.9%	109
Fast food/drive-in last 6 months: Domino`s Pizza	17,276	14.0%	119
Fast food/drive-in last 6 months: Dunkin` Donuts	12,653	10.3%	87
Fast food/drive-in last 6 months: Hardee`s	5,870	4.8%	83
Fast food/drive-in last 6 months: Jack in the Box	10,975	8.9%	108
Fast food/drive-in last 6 months: KFC	22,928	18.6%	88
Fast food/drive-in last 6 months: Krispy Kreme	6,917	5.6%	122
Fast food/drive-in last 6 months: Little Caesars	19,243	15.6%	138
Fast food/drive-in last 6 months: Long John Silver`s	5,736	4.7%	92
Fast food/drive-in last 6 months: McDonald`s	71,105	57.8%	105
Went to Panda Express in last 6 months	10,973	8.9%	117
Fast food/drive-in last 6 months: Panera Bread	19,927	16.2%	143
Fast food/drive-in last 6 months: Papa John`s	14,428	11.7%	131
Fast food/drive-in last 6 months: Papa Murphy`s	6,860	5.6%	132
Fast food/drive-in last 6 months: Pizza Hut	25,664	20.9%	104
Fast food/drive-in last 6 months: Popeyes Chicken	8,803	7.2%	92
Fast food/drive-in last 6 months: Quiznos	3,752	3.1%	95
Fast food/drive-in last 6 months: Sonic Drive-In	14,662	11.9%	115
Fast food/drive-in last 6 months: Starbucks	24,055	19.6%	133
Fast food/drive-in last 6 months: Steak `n Shake	6,970	5.7%	112
Fast food/drive-in last 6 months: Subway	43,569	35.4%	109
Fast food/drive-in last 6 months: Taco Bell	43,645	35.5%	115
Fast food/drive-in last 6 months: Wendy`s	38,806	31.6%	114
Fast food/drive-in last 6 months: Whataburger	6,543	5.3%	127
Fast food/drive-in last 6 months: White Castle	2,941	2.4%	83

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Went to fine dining restaurant last month	14,259	11.6%	103
Went to fine dining restaurant 3+ times last month	3,915	3.2%	102
Spent at fine dining rest in last 6 months: <\$51	2,519	2.0%	101
Spent at fine dining rest in last 6 months: \$51-\$100	5,074	4.1%	112
Spent at fine dining rest in last 6 months: \$101-\$200	4,170	3.4%	92
Spent at fine dining rest in last 6 months: \$201+	4,294	3.5%	88

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.

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