



Restaurant Market Potential

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 1 mile radius

Latitude: 38.96494
 Longitude: -92.33324

Demographic Summary		2014	2019	
Population		8,294	8,924	
Population 18+		6,796	7,327	
Households		3,800	4,101	
Median Household Income		\$24,470	\$28,502	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		4,714	69.4%	92
Went to family restaurant/steak house 4+ times/mo		1,642	24.2%	84
Spent at family rest/steak hse last 6 months: <\$31		508	7.5%	104
Spent at family rest/steak hse last 6 months: \$31-50		674	9.9%	116
Spent at family rest/steak hse last 6 months: \$51-100		1,054	15.5%	103
Spent at family rest/steak hse last 6 months: \$101-200		752	11.1%	91
Spent at family rest/steak hse last 6 months: \$201-300		379	5.6%	94
Spent at family rest/steak hse last 6 months: \$301+		354	5.2%	70
Family restaurant/steak house last 6 months: breakfast		791	11.6%	93
Family restaurant/steak house last 6 months: lunch		1,061	15.6%	80
Family restaurant/steak house last 6 months: dinner		2,936	43.2%	90
Family restaurant/steak house last 6 months: snack		164	2.4%	138
Family restaurant/steak house last 6 months: weekday		2,029	29.9%	94
Family restaurant/steak house last 6 months: weekend		2,428	35.7%	84
Fam rest/steak hse/6 months: Applebee` s		1,507	22.2%	89
Fam rest/steak hse/6 months: Bob Evans Farms		298	4.4%	118
Fam rest/steak hse/6 months: Buffalo Wild Wings		583	8.6%	113
Fam rest/steak hse/6 months: California Pizza Kitchen		179	2.6%	81
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		188	2.8%	90
Fam rest/steak hse/6 months: The Cheesecake Factory		375	5.5%	81
Fam rest/steak hse/6 months: Chili`s Grill & Bar		689	10.1%	83
Fam rest/steak hse/6 months: CiCi`s Pizza		259	3.8%	86
Fam rest/steak hse/6 months: Cracker Barrel		642	9.4%	97
Fam rest/steak hse/6 months: Denny`s		484	7.1%	75
Fam rest/steak hse/6 months: Golden Corral		551	8.1%	94
Fam rest/steak hse/6 months: IHOP		559	8.2%	71
Fam rest/steak hse/6 months: Logan`s Roadhouse		251	3.7%	104
Fam rest/steak hse/6 months: LongHorn Steakhouse		234	3.4%	80
Fam rest/steak hse/6 months: Old Country Buffet		173	2.5%	121
Fam rest/steak hse/6 months: Olive Garden		1,019	15.0%	86
Fam rest/steak hse/6 months: Outback Steakhouse		553	8.1%	82
Fam rest/steak hse/6 months: Red Lobster		691	10.2%	80
Fam rest/steak hse/6 months: Red Robin		408	6.0%	101
Fam rest/steak hse/6 months: Ruby Tuesday		381	5.6%	81
Fam rest/steak hse/6 months: Texas Roadhouse		441	6.5%	88
Fam rest/steak hse/6 months: T.G.I. Friday`s		475	7.0%	87
Fam rest/steak hse/6 months: Waffle House		279	4.1%	75
Went to fast food/drive-in restaurant in last 6 mo		5,930	87.3%	97
Went to fast food/drive-in restaurant 9+ times/mo		2,722	40.1%	99
Spent at fast food/drive-in last 6 months: <\$11		333	4.9%	112
Spent at fast food/drive-in last 6 months: \$11-\$20		575	8.5%	110
Spent at fast food/drive-in last 6 months: \$21-\$40		817	12.0%	100
Spent at fast food/drive-in last 6 months: \$41-\$50		417	6.1%	81
Spent at fast food/drive-in last 6 months: \$51-\$100		1,056	15.5%	94
Spent at fast food/drive-in last 6 months: \$101-\$200		893	13.1%	110
Spent at fast food/drive-in last 6 months: \$201+		772	11.4%	93

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 2014 and 2019.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,119	31.2%	86
Fast food/drive-in last 6 months: home delivery	575	8.5%	108
Fast food/drive-in last 6 months: take-out/drive-thru	3,018	44.4%	95
Fast food/drive-in last 6 months: take-out/walk-in	1,309	19.3%	98
Fast food/drive-in last 6 months: breakfast	2,139	31.5%	95
Fast food/drive-in last 6 months: lunch	3,202	47.1%	93
Fast food/drive-in last 6 months: dinner	3,007	44.2%	100
Fast food/drive-in last 6 months: snack	876	12.9%	103
Fast food/drive-in last 6 months: weekday	3,851	56.7%	96
Fast food/drive-in last 6 months: weekend	2,879	42.4%	93
Fast food/drive-in last 6 months: A & W	188	2.8%	85
Fast food/drive-in last 6 months: Arby`s	1,157	17.0%	101
Fast food/drive-in last 6 months: Baskin-Robbins	207	3.0%	87
Fast food/drive-in last 6 months: Boston Market	240	3.5%	103
Fast food/drive-in last 6 months: Burger King	2,167	31.9%	101
Fast food/drive-in last 6 months: Captain D`s	254	3.7%	109
Fast food/drive-in last 6 months: Carl`s Jr.	300	4.4%	76
Fast food/drive-in last 6 months: Checkers	208	3.1%	104
Fast food/drive-in last 6 months: Chick-fil-A	1,082	15.9%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	577	8.5%	91
Fast food/drive-in last 6 months: Chuck E. Cheese`s	242	3.6%	99
Fast food/drive-in last 6 months: Church`s Fr. Chicken	221	3.3%	90
Fast food/drive-in last 6 months: Cold Stone Creamery	216	3.2%	94
Fast food/drive-in last 6 months: Dairy Queen	917	13.5%	97
Fast food/drive-in last 6 months: Del Taco	208	3.1%	88
Fast food/drive-in last 6 months: Domino`s Pizza	880	12.9%	110
Fast food/drive-in last 6 months: Dunkin` Donuts	723	10.6%	94
Fast food/drive-in last 6 months: Hardee`s	401	5.9%	98
Fast food/drive-in last 6 months: Jack in the Box	491	7.2%	84
Fast food/drive-in last 6 months: KFC	1,505	22.1%	95
Fast food/drive-in last 6 months: Krispy Kreme	258	3.8%	90
Fast food/drive-in last 6 months: Little Caesars	746	11.0%	100
Fast food/drive-in last 6 months: Long John Silver`s	387	5.7%	102
Fast food/drive-in last 6 months: McDonald`s	3,627	53.4%	96
Fast food/drive-in last 6 months: Panera Bread	728	10.7%	102
Fast food/drive-in last 6 months: Papa John`s	643	9.5%	101
Fast food/drive-in last 6 months: Papa Murphy`s	236	3.5%	83
Fast food/drive-in last 6 months: Pizza Hut	1,293	19.0%	95
Fast food/drive-in last 6 months: Popeyes Chicken	433	6.4%	82
Fast food/drive-in last 6 months: Quiznos	302	4.4%	107
Fast food/drive-in last 6 months: Sonic Drive-In	631	9.3%	90
Fast food/drive-in last 6 months: Starbucks	1,025	15.1%	103
Fast food/drive-in last 6 months: Steak `n Shake	413	6.1%	126
Fast food/drive-in last 6 months: Subway	2,074	30.5%	91
Fast food/drive-in last 6 months: Taco Bell	2,272	33.4%	106
Fast food/drive-in last 6 months: Wendy`s	1,872	27.5%	96
Fast food/drive-in last 6 months: Whataburger	223	3.3%	87
Fast food/drive-in last 6 months: White Castle	286	4.2%	126

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 2014 and 2019.



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Went to fine dining restaurant last month	700	10.3%	89
Went to fine dining restaurant 3+ times last month	195	2.9%	88
Spent at fine dining rest in last 6 months: <\$51	134	2.0%	99
Spent at fine dining rest in last 6 months: \$51-\$100	227	3.3%	90
Spent at fine dining rest in last 6 months: \$101-\$200	289	4.3%	117
Spent at fine dining rest in last 6 months: \$201+	209	3.1%	74

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Restaurant Market Potential

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 3 mile radius

Latitude: 38.96494
 Longitude: -92.33324

Demographic Summary		2014	2019	
Population		64,555	68,677	
Population 18+		53,689	57,121	
Households		26,047	27,944	
Median Household Income		\$33,910	\$39,329	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		41,620	77.5%	103
Went to family restaurant/steak house 4+ times/mo		15,714	29.3%	102
Spent at family rest/steak hse last 6 months: <\$31		3,635	6.8%	94
Spent at family rest/steak hse last 6 months: \$31-50		5,457	10.2%	119
Spent at family rest/steak hse last 6 months: \$51-100		9,921	18.5%	123
Spent at family rest/steak hse last 6 months: \$101-200		6,563	12.2%	101
Spent at family rest/steak hse last 6 months: \$201-300		3,259	6.1%	103
Spent at family rest/steak hse last 6 months: \$301+		3,286	6.1%	83
Family restaurant/steak house last 6 months: breakfast		6,531	12.2%	97
Family restaurant/steak house last 6 months: lunch		10,574	19.7%	101
Family restaurant/steak house last 6 months: dinner		28,000	52.2%	109
Family restaurant/steak house last 6 months: snack		1,624	3.0%	172
Family restaurant/steak house last 6 months: weekday		17,525	32.6%	103
Family restaurant/steak house last 6 months: weekend		23,500	43.8%	103
Fam rest/steak hse/6 months: Applebee`s		13,905	25.9%	104
Fam rest/steak hse/6 months: Bob Evans Farms		2,054	3.8%	103
Fam rest/steak hse/6 months: Buffalo Wild Wings		5,315	9.9%	130
Fam rest/steak hse/6 months: California Pizza Kitchen		1,534	2.9%	88
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		1,402	2.6%	85
Fam rest/steak hse/6 months: The Cheesecake Factory		4,905	9.1%	134
Fam rest/steak hse/6 months: Chili`s Grill & Bar		7,144	13.3%	109
Fam rest/steak hse/6 months: CiCi`s Pizza		2,339	4.4%	99
Fam rest/steak hse/6 months: Cracker Barrel		4,652	8.7%	89
Fam rest/steak hse/6 months: Denny`s		4,371	8.1%	86
Fam rest/steak hse/6 months: Golden Corral		4,269	8.0%	92
Fam rest/steak hse/6 months: IHOP		6,159	11.5%	98
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,775	3.3%	93
Fam rest/steak hse/6 months: LongHorn Steakhouse		2,080	3.9%	90
Fam rest/steak hse/6 months: Old Country Buffet		1,270	2.4%	112
Fam rest/steak hse/6 months: Olive Garden		9,767	18.2%	104
Fam rest/steak hse/6 months: Outback Steakhouse		5,228	9.7%	98
Fam rest/steak hse/6 months: Red Lobster		5,785	10.8%	85
Fam rest/steak hse/6 months: Red Robin		2,891	5.4%	90
Fam rest/steak hse/6 months: Ruby Tuesday		3,252	6.1%	88
Fam rest/steak hse/6 months: Texas Roadhouse		4,492	8.4%	113
Fam rest/steak hse/6 months: T.G.I. Friday`s		3,805	7.1%	88
Fam rest/steak hse/6 months: Waffle House		2,957	5.5%	101
Went to fast food/drive-in restaurant in last 6 mo		48,844	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo		22,687	42.3%	104
Spent at fast food/drive-in last 6 months: <\$11		2,416	4.5%	103
Spent at fast food/drive-in last 6 months: \$11-\$20		4,604	8.6%	111
Spent at fast food/drive-in last 6 months: \$21-\$40		6,860	12.8%	106
Spent at fast food/drive-in last 6 months: \$41-\$50		3,475	6.5%	86
Spent at fast food/drive-in last 6 months: \$51-\$100		9,072	16.9%	102
Spent at fast food/drive-in last 6 months: \$101-\$200		7,238	13.5%	112
Spent at fast food/drive-in last 6 months: \$201+		7,404	13.8%	113

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Restaurant Market Potential

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 Ring: 3 mile radius

Latitude: 38.96494
 Longitude: -92.33324

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	20,480	38.1%	105
Fast food/drive-in last 6 months: home delivery	4,362	8.1%	104
Fast food/drive-in last 6 months: take-out/drive-thru	26,783	49.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	12,559	23.4%	120
Fast food/drive-in last 6 months: breakfast	17,598	32.8%	99
Fast food/drive-in last 6 months: lunch	29,229	54.4%	108
Fast food/drive-in last 6 months: dinner	28,104	52.3%	118
Fast food/drive-in last 6 months: snack	7,430	13.8%	110
Fast food/drive-in last 6 months: weekday	33,311	62.0%	105
Fast food/drive-in last 6 months: weekend	24,772	46.1%	101
Fast food/drive-in last 6 months: A & W	1,375	2.6%	78
Fast food/drive-in last 6 months: Arby`s	9,254	17.2%	102
Fast food/drive-in last 6 months: Baskin-Robbins	1,400	2.6%	75
Fast food/drive-in last 6 months: Boston Market	1,933	3.6%	105
Fast food/drive-in last 6 months: Burger King	17,706	33.0%	104
Fast food/drive-in last 6 months: Captain D`s	2,039	3.8%	111
Fast food/drive-in last 6 months: Carl`s Jr.	3,000	5.6%	96
Fast food/drive-in last 6 months: Checkers	1,505	2.8%	96
Fast food/drive-in last 6 months: Chick-fil-A	12,099	22.5%	137
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,490	10.2%	109
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,940	3.6%	101
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,563	2.9%	81
Fast food/drive-in last 6 months: Cold Stone Creamery	2,071	3.9%	114
Fast food/drive-in last 6 months: Dairy Queen	7,396	13.8%	99
Fast food/drive-in last 6 months: Del Taco	1,840	3.4%	98
Fast food/drive-in last 6 months: Domino`s Pizza	7,168	13.4%	113
Fast food/drive-in last 6 months: Dunkin` Donuts	4,792	8.9%	79
Fast food/drive-in last 6 months: Hardee`s	2,923	5.4%	90
Fast food/drive-in last 6 months: Jack in the Box	4,567	8.5%	99
Fast food/drive-in last 6 months: KFC	11,307	21.1%	91
Fast food/drive-in last 6 months: Krispy Kreme	2,150	4.0%	95
Fast food/drive-in last 6 months: Little Caesars	7,134	13.3%	121
Fast food/drive-in last 6 months: Long John Silver`s	3,131	5.8%	104
Fast food/drive-in last 6 months: McDonald`s	29,896	55.7%	100
Fast food/drive-in last 6 months: Panera Bread	6,993	13.0%	124
Fast food/drive-in last 6 months: Papa John`s	6,555	12.2%	130
Fast food/drive-in last 6 months: Papa Murphy`s	2,322	4.3%	104
Fast food/drive-in last 6 months: Pizza Hut	9,994	18.6%	93
Fast food/drive-in last 6 months: Popeyes Chicken	3,102	5.8%	75
Fast food/drive-in last 6 months: Quiznos	2,307	4.3%	104
Fast food/drive-in last 6 months: Sonic Drive-In	5,918	11.0%	107
Fast food/drive-in last 6 months: Starbucks	11,820	22.0%	150
Fast food/drive-in last 6 months: Steak `n Shake	3,386	6.3%	131
Fast food/drive-in last 6 months: Subway	20,627	38.4%	115
Fast food/drive-in last 6 months: Taco Bell	23,385	43.6%	138
Fast food/drive-in last 6 months: Wendy`s	17,352	32.3%	113
Fast food/drive-in last 6 months: Whataburger	1,522	2.8%	75
Fast food/drive-in last 6 months: White Castle	1,974	3.7%	110

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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303 Business Loop 70 E, Columbia, Missouri, 65201
Ring: 3 mile radius

Latitude: 38.96494
Longitude: -92.33324

Went to fine dining restaurant last month	5,756	10.7%	92
Went to fine dining restaurant 3+ times last month	1,497	2.8%	86
Spent at fine dining rest in last 6 months: <\$51	842	1.6%	79
Spent at fine dining rest in last 6 months: \$51-\$100	2,064	3.8%	103
Spent at fine dining rest in last 6 months: \$101-\$200	1,790	3.3%	92
Spent at fine dining rest in last 6 months: \$201+	1,698	3.2%	76

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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Restaurant Market Potential

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 7 mile radius

Latitude: 38.96494
 Longitude: -92.33324

Demographic Summary	2014	2019
Population	139,818	150,656
Population 18+	112,325	121,078
Households	55,468	59,973
Median Household Income	\$40,095	\$47,554

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	88,724	79.0%	104
Went to family restaurant/steak house 4+ times/mo	34,413	30.6%	107
Spent at family rest/steak hse last 6 months: <\$31	7,441	6.6%	92
Spent at family rest/steak hse last 6 months: \$31-50	11,019	9.8%	115
Spent at family rest/steak hse last 6 months: \$51-100	20,599	18.3%	122
Spent at family rest/steak hse last 6 months: \$101-200	14,375	12.8%	105
Spent at family rest/steak hse last 6 months: \$201-300	7,281	6.5%	110
Spent at family rest/steak hse last 6 months: \$301+	7,820	7.0%	94
Family restaurant/steak house last 6 months: breakfast	14,153	12.6%	101
Family restaurant/steak house last 6 months: lunch	22,883	20.4%	105
Family restaurant/steak house last 6 months: dinner	60,108	53.5%	112
Family restaurant/steak house last 6 months: snack	3,146	2.8%	160
Family restaurant/steak house last 6 months: weekday	38,352	34.1%	107
Family restaurant/steak house last 6 months: weekend	50,498	45.0%	106
Fam rest/steak hse/6 months: Applebee` s	29,531	26.3%	106
Fam rest/steak hse/6 months: Bob Evans Farms	4,057	3.6%	97
Fam rest/steak hse/6 months: Buffalo Wild Wings	11,329	10.1%	132
Fam rest/steak hse/6 months: California Pizza Kitchen	3,604	3.2%	99
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,410	3.0%	99
Fam rest/steak hse/6 months: The Cheesecake Factory	9,678	8.6%	126
Fam rest/steak hse/6 months: Chili`s Grill & Bar	15,874	14.1%	116
Fam rest/steak hse/6 months: CiCi`s Pizza	5,184	4.6%	104
Fam rest/steak hse/6 months: Cracker Barrel	10,415	9.3%	95
Fam rest/steak hse/6 months: Denny`s	9,434	8.4%	89
Fam rest/steak hse/6 months: Golden Corral	9,035	8.0%	94
Fam rest/steak hse/6 months: IHOP	14,120	12.6%	108
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,959	3.5%	99
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,695	4.2%	97
Fam rest/steak hse/6 months: Old Country Buffet	2,458	2.2%	104
Fam rest/steak hse/6 months: Olive Garden	21,367	19.0%	109
Fam rest/steak hse/6 months: Outback Steakhouse	11,577	10.3%	104
Fam rest/steak hse/6 months: Red Lobster	13,199	11.8%	93
Fam rest/steak hse/6 months: Red Robin	6,473	5.8%	97
Fam rest/steak hse/6 months: Ruby Tuesday	7,483	6.7%	97
Fam rest/steak hse/6 months: Texas Roadhouse	9,533	8.5%	115
Fam rest/steak hse/6 months: T.G.I. Friday`s	8,519	7.6%	95
Fam rest/steak hse/6 months: Waffle House	6,387	5.7%	105
Went to fast food/drive-in restaurant in last 6 mo	102,533	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	48,367	43.1%	106
Spent at fast food/drive-in last 6 months: <\$11	4,864	4.3%	99
Spent at fast food/drive-in last 6 months: \$11-\$20	9,387	8.4%	109
Spent at fast food/drive-in last 6 months: \$21-\$40	14,002	12.5%	103
Spent at fast food/drive-in last 6 months: \$41-\$50	7,789	6.9%	92
Spent at fast food/drive-in last 6 months: \$51-\$100	19,014	16.9%	102
Spent at fast food/drive-in last 6 months: \$101-\$200	15,122	13.5%	112
Spent at fast food/drive-in last 6 months: \$201+	15,933	14.2%	116

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 2014 and 2019.



Restaurant Market Potential

Business Loop
 303 Business Loop 70 E, Columbia, Missouri, 65201
 Ring: 7 mile radius

Latitude: 38.96494
 Longitude: -92.33324

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	43,075	38.3%	105
Fast food/drive-in last 6 months: home delivery	9,462	8.4%	107
Fast food/drive-in last 6 months: take-out/drive-thru	57,113	50.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	25,275	22.5%	115
Fast food/drive-in last 6 months: breakfast	37,371	33.3%	101
Fast food/drive-in last 6 months: lunch	61,689	54.9%	109
Fast food/drive-in last 6 months: dinner	57,825	51.5%	116
Fast food/drive-in last 6 months: snack	15,877	14.1%	113
Fast food/drive-in last 6 months: weekday	70,532	62.8%	106
Fast food/drive-in last 6 months: weekend	52,999	47.2%	103
Fast food/drive-in last 6 months: A & W	2,969	2.6%	81
Fast food/drive-in last 6 months: Arby`s	19,658	17.5%	104
Fast food/drive-in last 6 months: Baskin-Robbins	3,308	2.9%	84
Fast food/drive-in last 6 months: Boston Market	4,026	3.6%	104
Fast food/drive-in last 6 months: Burger King	36,796	32.8%	104
Fast food/drive-in last 6 months: Captain D`s	4,073	3.6%	106
Fast food/drive-in last 6 months: Carl`s Jr.	6,791	6.0%	104
Fast food/drive-in last 6 months: Checkers	3,137	2.8%	95
Fast food/drive-in last 6 months: Chick-fil-A	25,687	22.9%	139
Fast food/drive-in last 6 months: Chipotle Mex. Grill	12,332	11.0%	118
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,122	3.7%	102
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3,506	3.1%	87
Fast food/drive-in last 6 months: Cold Stone Creamery	4,358	3.9%	115
Fast food/drive-in last 6 months: Dairy Queen	15,973	14.2%	102
Fast food/drive-in last 6 months: Del Taco	4,083	3.6%	104
Fast food/drive-in last 6 months: Domino`s Pizza	14,888	13.3%	112
Fast food/drive-in last 6 months: Dunkin` Donuts	10,074	9.0%	79
Fast food/drive-in last 6 months: Hardee`s	5,938	5.3%	88
Fast food/drive-in last 6 months: Jack in the Box	10,092	9.0%	105
Fast food/drive-in last 6 months: KFC	23,874	21.3%	92
Fast food/drive-in last 6 months: Krispy Kreme	4,880	4.3%	103
Fast food/drive-in last 6 months: Little Caesars	14,643	13.0%	119
Fast food/drive-in last 6 months: Long John Silver`s	6,306	5.6%	100
Fast food/drive-in last 6 months: McDonald`s	63,376	56.4%	101
Fast food/drive-in last 6 months: Panera Bread	15,036	13.4%	128
Fast food/drive-in last 6 months: Papa John`s	13,974	12.4%	133
Fast food/drive-in last 6 months: Papa Murphy`s	5,218	4.6%	111
Fast food/drive-in last 6 months: Pizza Hut	20,813	18.5%	92
Fast food/drive-in last 6 months: Popeyes Chicken	6,988	6.2%	80
Fast food/drive-in last 6 months: Quiznos	4,925	4.4%	106
Fast food/drive-in last 6 months: Sonic Drive-In	12,834	11.4%	111
Fast food/drive-in last 6 months: Starbucks	23,668	21.1%	144
Fast food/drive-in last 6 months: Steak `n Shake	6,790	6.0%	126
Fast food/drive-in last 6 months: Subway	42,753	38.1%	114
Fast food/drive-in last 6 months: Taco Bell	45,025	40.1%	127
Fast food/drive-in last 6 months: Wendy`s	35,559	31.7%	111
Fast food/drive-in last 6 months: Whataburger	3,745	3.3%	88
Fast food/drive-in last 6 months: White Castle	3,871	3.4%	103

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Went to fine dining restaurant last month	13,110	11.7%	100
Went to fine dining restaurant 3+ times last month	3,408	3.0%	93
Spent at fine dining rest in last 6 months: <\$51	1,844	1.6%	82
Spent at fine dining rest in last 6 months: \$51-\$100	4,563	4.1%	109
Spent at fine dining rest in last 6 months: \$101-\$200	4,148	3.7%	102
Spent at fine dining rest in last 6 months: \$201+	4,025	3.6%	86

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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