

Restaurant Market Potential

1201 N Commerce Ct, Columbia, Tennessee, 38401 2
 1201 N Commerce Ct, Columbia, Tennessee, 38401
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 35.63956
 Longitude: -87.01480

Demographic Summary		2025	2030	
Population		4,461	4,941	
Population 18+		3,476	3,873	
Households		2,086	2,342	
Median Household Income		\$55,793	\$62,030	
Product/Consumer Behavior	Expected Number of		MPI	
	Adults	Percent		
Went to Family Restaurant/Steak House/6 Mo		2,515	72.3%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days		803	23.1%	95
Spent \$1-30 at Family Restaurant/Steak House/30 Days		164	4.7%	89
Spent \$31-50 at Family Restaurant/Steak House/30 Days		272	7.8%	94
Spent \$51-100 at Family Restaurant/Steak House/30 Days		561	16.1%	98
Spent \$101-200 at Family Restaurant/Steak House/30 Days		447	12.9%	102
Spent \$201+ at Family Restaurant/Steak House/30 Days		265	7.6%	100
Spent \$1-100 at Fine Dining Restaurants/30 Days		129	3.7%	104
Spent \$101-200 at Fine Dining Restaurants/30 Days		95	2.7%	85
Spent \$201+ at Fine Dining Restaurants/30 Days		105	3.0%	95
Went for Breakfast at Family Restaurant/Steak House/6 Mo		423	12.2%	95
Went for Lunch at Family Restaurant/Steak House/6 Mo		646	18.6%	96
Went for Dinner at Family Restaurant/Steak House/6 Mo		1,587	45.7%	97
Went for Snacks at Family Restaurant/Steak House/6 Mo		73	2.1%	120
Went on Weekday to Family Restaurant/Steak House/6 Mo		1,059	30.5%	93
Went on Weekend to Family Restaurant/Steak House/6 Mo		1,392	40.0%	97
Went to Applebee`s/6 Mo		519	14.9%	96
Went to Bob Evans/6 Mo		47	1.4%	50
Went to Buffalo Wild Wings/6 Mo		294	8.5%	94
Went to California Pizza Kitchen/6 Mo		59	1.7%	96
Went to Carrabba`s/6 Mo		74	2.1%	96
Went to The Cheesecake Factory/6 Mo		259	7.5%	101
Went to Chili`s Grill & Bar/6 Mo		348	10.0%	100
Went to Cracker Barrel/6 Mo		340	9.8%	85
Went to Denny`s/6 Mo		290	8.3%	125
Went to Golden Corral/6 Mo		173	5.0%	101
Went to IHOP/6 Mo		263	7.6%	98
Went to Logan`s Roadhouse/6 Mo		63	1.8%	87
Went to Longhorn Steakhouse/6 Mo		238	6.8%	99
Went to Olive Garden/6 Mo		550	15.8%	97
Went to Outback Steakhouse/6 Mo		254	7.3%	91
Went to Red Lobster/6 Mo		245	7.0%	92
Went to Red Robin/6 Mo		198	5.7%	109
Went to Ruby Tuesday/6 Mo		42	1.2%	70
Went to Texas Roadhouse/6 Mo		474	13.6%	95
Went to T.G.I. Friday`s/6 Mo		99	2.9%	117
Went to Waffle House/6 Mo		170	4.9%	85
Went to Fast Food/Drive-In Restaurant/6 Mo		3,146	90.5%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		1,327	38.2%	96
Spent \$1-10 at Fast Food Restaurant/30 Days		93	2.7%	92
Spent \$11-20 at Fast Food Restaurant/30 Days		253	7.3%	93
Spent \$21-40 at Fast Food Restaurant/30 Days		522	15.0%	97
Spent \$41-50 at Fast Food Restaurant/30 Days		299	8.6%	96
Spent \$51-100 at Fast Food Restaurant/30 Days		774	22.3%	104
Spent \$101-200 at Fast Food Restaurant/30 Days		453	13.0%	98
Spent \$201+ at Fast Food Restaurant/30 Days		216	6.2%	94
Ordered Eat-In Fast Food/6 Mo		1,077	31.0%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	457	13.2%	107
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,615	46.5%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	777	22.4%	98
Bought Breakfast at Fast Food Restaurant/6 Mo	1,208	34.8%	97
Bought Lunch at Fast Food Restaurant/6 Mo	1,757	50.5%	95
Bought Dinner at Fast Food Restaurant/6 Mo	1,854	53.3%	99
Bought Snack at Fast Food Restaurant/6 Mo	484	13.9%	100
Bought from Fast Food Restaurant on Weekday/6 Mo	2,207	63.5%	97
Bought from Fast Food Restaurant on Weekend/6 Mo	1,796	51.7%	99
Bought A&W/6 Mo	79	2.3%	104
Bought Arby's/6 Mo	541	15.6%	87
Bought Baskin-Robbins/6 Mo	116	3.3%	98
Bought Boston Market/6 Mo	47	1.4%	97
Bought Burger King/6 Mo	892	25.7%	97
Bought Captain D's/6 Mo	76	2.2%	78
Bought Carl's Jr./6 Mo	192	5.5%	125
Bought Checkers/6 Mo	93	2.7%	111
Bought Chick-Fil-A/6 Mo	1,079	31.0%	92
Bought Chipotle Mexican Grill/6 Mo	596	17.1%	99
Bought Chuck E. Cheese's/6 Mo	81	2.3%	135
Bought Church's Fried Chicken/6 Mo	102	2.9%	99
Bought Cold Stone Creamery/6 Mo	104	3.0%	104
Bought Dairy Queen/6 Mo	478	13.8%	87
Bought Del Taco/6 Mo	138	4.0%	110
Bought Domino's Pizza/6 Mo	619	17.8%	105
Bought Dunkin' Donuts/6 Mo	502	14.4%	102
Bought Five Guys/6 Mo	357	10.3%	102
Bought Hardee's/6 Mo	127	3.6%	78
Bought Jack in the Box/6 Mo	309	8.9%	130
Bought Jersey Mike's/6 Mo	268	7.7%	81
Bought Jimmy John's/6 Mo	172	5.0%	83
Bought KFC/6 Mo	594	17.1%	100
Bought Krispy Kreme Doughnuts/6 Mo	206	5.9%	96
Bought Little Caesars/6 Mo	463	13.3%	104
Bought Long John Silver's/6 Mo	57	1.6%	66
Bought McDonald's/6 Mo	1,649	47.4%	95
Bought Panda Express/6 Mo	477	13.7%	102
Bought Panera Bread/6 Mo	422	12.1%	91
Bought Papa John's/6 Mo	255	7.3%	92
Bought Papa Murphy's/6 Mo	141	4.1%	126
Bought Pizza Hut/6 Mo	391	11.3%	92
Bought Popeyes Chicken/6 Mo	449	12.9%	102
Bought Sonic Drive-In/6 Mo	330	9.5%	87
Bought Starbucks/6 Mo	734	21.1%	98
Bought Steak 'N Shake/6 Mo	81	2.3%	81
Bought Subway/6 Mo	780	22.4%	99
Bought Taco Bell/6 Mo	1,002	28.8%	103
Bought Wendy's/6 Mo	928	26.7%	100
Bought Whataburger/6 Mo	176	5.1%	82
Bought White Castle/6 Mo	66	1.9%	76
Bought Wing-Stop/6 Mo	141	4.1%	106

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Went to Fine Dining Restaurant/6 Mo	545	15.7%	95
Went to Fine Dining Restaurant/30 Days	399	11.5%	92
Went to Fine Dining Restaurant 2+ Times/30 Days	185	5.3%	88
Used DoorDash Site/App for Take-Out/Del/30 Days	454	13.1%	103
Used Grubhub Site/App for Take-Out/Del/30 Days	150	4.3%	101
Used Postmates Site/App for Take-Out/Del/30 Days	29	0.8%	96
Used Restrnt Site/App for Take-Out/Del/30 Days	730	21.0%	101
Used Uber Eats Site/App for Take-Out/Del/30 Days	292	8.4%	113
Used Yelp Site/App for Take-Out/Del/30 Days	42	1.2%	118

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Restaurant Market Potential

1201 N Commerce Ct, Columbia, Tennessee, 38401 2
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 Ring: 3 mile radius

Prepared by Esri
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Demographic Summary		2025	2030
Population		20,591	22,302
Population 18+		15,641	17,076
Households		8,316	9,088
Median Household Income		\$51,889	\$59,029
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to Family Restaurant/Steak House/6 Mo		11,431	101
Went to Family Restaurant/Steak House 4+ Times/30 Days		3,742	98
Spent \$1-30 at Family Restaurant/Steak House/30 Days		879	106
Spent \$31-50 at Family Restaurant/Steak House/30 Days		1,434	110
Spent \$51-100 at Family Restaurant/Steak House/30 Days		2,636	102
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,903	96
Spent \$201+ at Family Restaurant/Steak House/30 Days		1,034	87
Spent \$1-100 at Fine Dining Restaurants/30 Days		476	85
Spent \$101-200 at Fine Dining Restaurants/30 Days		388	77
Spent \$201+ at Fine Dining Restaurants/30 Days		379	76
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,956	98
Went for Lunch at Family Restaurant/Steak House/6 Mo		2,920	97
Went for Dinner at Family Restaurant/Steak House/6 Mo		7,387	100
Went for Snacks at Family Restaurant/Steak House/6 Mo		317	116
Went on Weekday to Family Restaurant/Steak House/6 Mo		5,061	99
Went on Weekend to Family Restaurant/Steak House/6 Mo		6,391	99
Went to Applebee's/6 Mo		2,763	113
Went to Bob Evans/6 Mo		462	110
Went to Buffalo Wild Wings/6 Mo		1,470	104
Went to California Pizza Kitchen/6 Mo		226	82
Went to Carrabba's/6 Mo		381	110
Went to The Cheesecake Factory/6 Mo		967	83
Went to Chili's Grill & Bar/6 Mo		1,520	97
Went to Cracker Barrel/6 Mo		1,989	111
Went to Denny's/6 Mo		1,103	106
Went to Golden Corral/6 Mo		1,016	132
Went to IHOP/6 Mo		1,179	98
Went to Logan's Roadhouse/6 Mo		416	128
Went to Longhorn Steakhouse/6 Mo		1,209	111
Went to Olive Garden/6 Mo		2,615	102
Went to Outback Steakhouse/6 Mo		1,220	97
Went to Red Lobster/6 Mo		1,356	114
Went to Red Robin/6 Mo		824	100
Went to Ruby Tuesday/6 Mo		278	103
Went to Texas Roadhouse/6 Mo		2,520	112
Went to T.G.I. Friday's/6 Mo		389	102
Went to Waffle House/6 Mo		1,129	125
Went to Fast Food/Drive-In Restaurant/6 Mo		14,303	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		6,447	104
Spent \$1-10 at Fast Food Restaurant/30 Days		440	97
Spent \$11-20 at Fast Food Restaurant/30 Days		1,149	94
Spent \$21-40 at Fast Food Restaurant/30 Days		2,478	102
Spent \$41-50 at Fast Food Restaurant/30 Days		1,443	103
Spent \$51-100 at Fast Food Restaurant/30 Days		3,546	106
Spent \$101-200 at Fast Food Restaurant/30 Days		2,069	99
Spent \$201+ at Fast Food Restaurant/30 Days		976	94
Ordered Eat-In Fast Food/6 Mo		4,958	95

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	2,019	12.9%	105
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	7,917	50.6%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	3,481	22.3%	97
Bought Breakfast at Fast Food Restaurant/6 Mo	5,713	36.5%	102
Bought Lunch at Fast Food Restaurant/6 Mo	8,345	53.4%	100
Bought Dinner at Fast Food Restaurant/6 Mo	8,598	55.0%	103
Bought Snack at Fast Food Restaurant/6 Mo	2,098	13.4%	96
Bought from Fast Food Restaurant on Weekday/6 Mo	10,373	66.3%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	8,342	53.3%	102
Bought A&W/6 Mo	389	2.5%	114
Bought Arby's/6 Mo	3,340	21.4%	119
Bought Baskin-Robbins/6 Mo	466	3.0%	88
Bought Boston Market/6 Mo	224	1.4%	103
Bought Burger King/6 Mo	4,546	29.1%	110
Bought Captain D's/6 Mo	583	3.7%	133
Bought Carl's Jr./6 Mo	584	3.7%	85
Bought Checkers/6 Mo	506	3.2%	134
Bought Chick-Fil-A/6 Mo	5,181	33.1%	98
Bought Chipotle Mexican Grill/6 Mo	2,447	15.6%	90
Bought Chuck E. Cheese's/6 Mo	327	2.1%	121
Bought Church's Fried Chicken/6 Mo	582	3.7%	126
Bought Cold Stone Creamery/6 Mo	450	2.9%	100
Bought Dairy Queen/6 Mo	2,813	18.0%	114
Bought Del Taco/6 Mo	485	3.1%	86
Bought Domino's Pizza/6 Mo	2,804	17.9%	105
Bought Dunkin' Donuts/6 Mo	2,058	13.2%	93
Bought Five Guys/6 Mo	1,595	10.2%	102
Bought Hardee's/6 Mo	1,034	6.6%	140
Bought Jack in the Box/6 Mo	941	6.0%	88
Bought Jersey Mike's/6 Mo	1,260	8.1%	85
Bought Jimmy John's/6 Mo	920	5.9%	98
Bought KFC/6 Mo	2,926	18.7%	109
Bought Krispy Kreme Doughnuts/6 Mo	983	6.3%	102
Bought Little Caesars/6 Mo	2,352	15.0%	117
Bought Long John Silver's/6 Mo	508	3.3%	132
Bought McDonald's/6 Mo	8,123	51.9%	104
Bought Panda Express/6 Mo	1,996	12.8%	95
Bought Panera Bread/6 Mo	1,832	11.7%	88
Bought Papa John's/6 Mo	1,423	9.1%	114
Bought Papa Murphy's/6 Mo	545	3.5%	108
Bought Pizza Hut/6 Mo	2,163	13.8%	113
Bought Popeyes Chicken/6 Mo	2,040	13.0%	103
Bought Sonic Drive-In/6 Mo	1,964	12.6%	115
Bought Starbucks/6 Mo	3,038	19.4%	90
Bought Steak 'N Shake/6 Mo	592	3.8%	132
Bought Subway/6 Mo	3,958	25.3%	112
Bought Taco Bell/6 Mo	4,930	31.5%	112
Bought Wendy's/6 Mo	4,810	30.8%	115
Bought Whataburger/6 Mo	985	6.3%	102
Bought White Castle/6 Mo	455	2.9%	116
Bought Wing-Stop/6 Mo	588	3.8%	98

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 Latitude: 35.63956
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Went to Fine Dining Restaurant/6 Mo	2,210	14.1%	85
Went to Fine Dining Restaurant/30 Days	1,606	10.3%	82
Went to Fine Dining Restaurant 2+ Times/30 Days	775	5.0%	81
Used DoorDash Site/App for Take-Out/Del/30 Days	2,041	13.1%	103
Used Grubhub Site/App for Take-Out/Del/30 Days	572	3.7%	85
Used Postmates Site/App for Take-Out/Del/30 Days	115	0.7%	85
Used Restrnt Site/App for Take-Out/Del/30 Days	3,438	22.0%	105
Used Uber Eats Site/App for Take-Out/Del/30 Days	981	6.3%	85
Used Yelp Site/App for Take-Out/Del/30 Days	133	0.8%	83

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Restaurant Market Potential

1201 N Commerce Ct, Columbia, Tennessee, 38401 2
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 Ring: 5 mile radius

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 Latitude: 35.63956
 Longitude: -87.01480

Demographic Summary		2025	2030
Population		43,619	47,935
Population 18+		33,775	37,392
Households		18,023	20,071
Median Household Income		\$60,620	\$70,772
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to Family Restaurant/Steak House/6 Mo		25,017	102
Went to Family Restaurant/Steak House 4+ Times/30 Days		8,255	100
Spent \$1-30 at Family Restaurant/Steak House/30 Days		1,949	108
Spent \$31-50 at Family Restaurant/Steak House/30 Days		3,223	114
Spent \$51-100 at Family Restaurant/Steak House/30 Days		5,834	105
Spent \$101-200 at Family Restaurant/Steak House/30 Days		4,147	97
Spent \$201+ at Family Restaurant/Steak House/30 Days		2,314	90
Spent \$1-100 at Fine Dining Restaurants/30 Days		1,031	86
Spent \$101-200 at Fine Dining Restaurants/30 Days		942	87
Spent \$201+ at Fine Dining Restaurants/30 Days		837	78
Went for Breakfast at Family Restaurant/Steak House/6 Mo		4,371	101
Went for Lunch at Family Restaurant/Steak House/6 Mo		6,489	100
Went for Dinner at Family Restaurant/Steak House/6 Mo		16,469	103
Went for Snacks at Family Restaurant/Steak House/6 Mo		633	107
Went on Weekday to Family Restaurant/Steak House/6 Mo		11,383	103
Went on Weekend to Family Restaurant/Steak House/6 Mo		14,165	101
Went to Applebee's/6 Mo		5,954	113
Went to Bob Evans/6 Mo		1,157	128
Went to Buffalo Wild Wings/6 Mo		3,262	107
Went to California Pizza Kitchen/6 Mo		438	73
Went to Carrabba's/6 Mo		842	113
Went to The Cheesecake Factory/6 Mo		1,998	80
Went to Chili's Grill & Bar/6 Mo		3,262	97
Went to Cracker Barrel/6 Mo		4,620	119
Went to Denny's/6 Mo		2,104	94
Went to Golden Corral/6 Mo		1,982	119
Went to IHOP/6 Mo		2,476	95
Went to Logan's Roadhouse/6 Mo		898	128
Went to Longhorn Steakhouse/6 Mo		2,808	120
Went to Olive Garden/6 Mo		5,788	105
Went to Outback Steakhouse/6 Mo		2,766	102
Went to Red Lobster/6 Mo		2,883	112
Went to Red Robin/6 Mo		1,847	104
Went to Ruby Tuesday/6 Mo		627	107
Went to Texas Roadhouse/6 Mo		5,732	118
Went to T.G.I. Friday's/6 Mo		807	98
Went to Waffle House/6 Mo		2,376	122
Went to Fast Food/Drive-In Restaurant/6 Mo		30,975	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		13,862	103
Spent \$1-10 at Fast Food Restaurant/30 Days		1,016	104
Spent \$11-20 at Fast Food Restaurant/30 Days		2,588	98
Spent \$21-40 at Fast Food Restaurant/30 Days		5,407	103
Spent \$41-50 at Fast Food Restaurant/30 Days		3,169	105
Spent \$51-100 at Fast Food Restaurant/30 Days		7,494	104
Spent \$101-200 at Fast Food Restaurant/30 Days		4,476	99
Spent \$201+ at Fast Food Restaurant/30 Days		2,141	96
Ordered Eat-In Fast Food/6 Mo		11,048	98

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	4,083	12.1%	98
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	17,537	51.9%	106
Ordered Take-Out/Walk-In Fast Food/6 Mo	7,570	22.4%	98
Bought Breakfast at Fast Food Restaurant/6 Mo	12,433	36.8%	103
Bought Lunch at Fast Food Restaurant/6 Mo	18,319	54.2%	102
Bought Dinner at Fast Food Restaurant/6 Mo	18,761	55.5%	104
Bought Snack at Fast Food Restaurant/6 Mo	4,526	13.4%	96
Bought from Fast Food Restaurant on Weekday/6 Mo	22,816	67.5%	103
Bought from Fast Food Restaurant on Weekend/6 Mo	17,953	53.1%	102
Bought A&W/6 Mo	891	2.6%	121
Bought Arby's/6 Mo	7,613	22.5%	126
Bought Baskin-Robbins/6 Mo	962	2.9%	84
Bought Boston Market/6 Mo	467	1.4%	99
Bought Burger King/6 Mo	9,720	28.8%	109
Bought Captain D's/6 Mo	1,193	3.5%	126
Bought Carl's Jr./6 Mo	1,031	3.0%	69
Bought Checkers/6 Mo	958	2.8%	118
Bought Chick-Fil-A/6 Mo	11,605	34.4%	101
Bought Chipotle Mexican Grill/6 Mo	5,354	15.8%	92
Bought Chuck E. Cheese's/6 Mo	589	1.7%	101
Bought Church's Fried Chicken/6 Mo	1,071	3.2%	107
Bought Cold Stone Creamery/6 Mo	926	2.7%	95
Bought Dairy Queen/6 Mo	6,364	18.8%	120
Bought Del Taco/6 Mo	867	2.6%	71
Bought Domino's Pizza/6 Mo	5,821	17.2%	101
Bought Dunkin' Donuts/6 Mo	4,602	13.6%	96
Bought Five Guys/6 Mo	3,528	10.4%	104
Bought Hardee's/6 Mo	2,214	6.6%	139
Bought Jack in the Box/6 Mo	1,656	4.9%	72
Bought Jersey Mike's/6 Mo	3,006	8.9%	94
Bought Jimmy John's/6 Mo	2,272	6.7%	113
Bought KFC/6 Mo	6,170	18.3%	106
Bought Krispy Kreme Doughnuts/6 Mo	2,059	6.1%	99
Bought Little Caesars/6 Mo	4,818	14.3%	111
Bought Long John Silver's/6 Mo	1,121	3.3%	134
Bought McDonald's/6 Mo	17,563	52.0%	104
Bought Panda Express/6 Mo	4,117	12.2%	91
Bought Panera Bread/6 Mo	4,293	12.7%	96
Bought Papa John's/6 Mo	3,024	8.9%	112
Bought Papa Murphy's/6 Mo	1,215	3.6%	112
Bought Pizza Hut/6 Mo	4,589	13.6%	111
Bought Popeyes Chicken/6 Mo	4,194	12.4%	98
Bought Sonic Drive-In/6 Mo	4,183	12.4%	114
Bought Starbucks/6 Mo	6,542	19.4%	90
Bought Steak 'N Shake/6 Mo	1,281	3.8%	132
Bought Subway/6 Mo	8,426	24.9%	111
Bought Taco Bell/6 Mo	10,467	31.0%	111
Bought Wendy's/6 Mo	10,247	30.3%	113
Bought Whataburger/6 Mo	2,167	6.4%	103
Bought White Castle/6 Mo	958	2.8%	114
Bought Wing-Stop/6 Mo	1,129	3.3%	87

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 2025 and 2030.

September 25, 2025

Restaurant Market Potential

1201 N Commerce Ct, Columbia, Tennessee, 38401 2
 1201 N Commerce Ct, Columbia, Tennessee, 38401
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.63956
 Longitude: -87.01480

Went to Fine Dining Restaurant/6 Mo	4,944	14.6%	88
Went to Fine Dining Restaurant/30 Days	3,611	10.7%	86
Went to Fine Dining Restaurant 2+ Times/30 Days	1,763	5.2%	86
Used DoorDash Site/App for Take-Out/Del/30 Days	4,176	12.4%	97
Used Grubhub Site/App for Take-Out/Del/30 Days	1,195	3.5%	83
Used Postmates Site/App for Take-Out/Del/30 Days	220	0.7%	75
Used Restrnt Site/App for Take-Out/Del/30 Days	7,401	21.9%	105
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,927	5.7%	77
Used Yelp Site/App for Take-Out/Del/30 Days	244	0.7%	71

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 2025 and 2030.