

Demographic Summary		2024	2029	
Population		137,545	141,226	
Population 18+		112,499	116,735	
Households		57,604	59,479	
Median Household Income		\$65,806	\$80,114	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		81,474	72.4%	102
Went to Family Restaurant/Steak House 4+ Times/30 Days		26,951	24.0%	103
Spent \$1-30 at Family Restaurant/Steak House/30 Days		7,934	7.1%	119
Spent \$31-50 at Family Restaurant/Steak House/30 Days		10,838	9.6%	108
Spent \$51-100 at Family Restaurant/Steak House/30 Days		18,819	16.7%	105
Spent \$101-200 at Family Restaurant/Steak House/30 Days		12,718	11.3%	96
Spent \$201+ at Family Restaurant/Steak House/30 Days		6,818	6.1%	90
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,575	3.2%	91
Spent \$101-200 at Fine Dining Restaurants/30 Days		2,571	2.3%	79
Spent \$201+ at Fine Dining Restaurants/30 Days		2,384	2.1%	76
Went for Breakfast at Family Restaurant/Steak House/6 Mo		14,210	12.6%	103
Went for Lunch at Family Restaurant/Steak House/6 Mo		21,452	19.1%	102
Went for Dinner at Family Restaurant/Steak House/6 Mo		54,817	48.7%	104
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,641	1.5%	88
Went on Weekday to Family Restaurant/Steak House/6 Mo		39,456	35.1%	108
Went on Weekend to Family Restaurant/Steak House/6 Mo		45,289	40.3%	100
Went to Applebee`s/6 Mo		19,294	17.2%	112
Went to Bob Evans/6 Mo		3,945	3.5%	143
Went to Buffalo Wild Wings/6 Mo		10,511	9.3%	104
Went to California Pizza Kitchen/6 Mo		1,160	1.0%	58
Went to Carrabba`s/6 Mo		2,731	2.4%	113
Went to The Cheesecake Factory/6 Mo		5,800	5.2%	73
Went to Chili`s Grill & Bar/6 Mo		10,492	9.3%	97
Went to Cracker Barrel/6 Mo		16,265	14.5%	131
Went to Denny`s/6 Mo		6,429	5.7%	85
Went to Golden Corral/6 Mo		5,028	4.5%	106
Went to IHOP/6 Mo		8,127	7.2%	93
Went to Logan`s Roadhouse/6 Mo		2,720	2.4%	127
Went to Longhorn Steakhouse/6 Mo		8,239	7.3%	117
Went to Olive Garden/6 Mo		19,006	16.9%	107
Went to Outback Steakhouse/6 Mo		9,869	8.8%	109
Went to Red Lobster/6 Mo		8,708	7.7%	105
Went to Red Robin/6 Mo		6,154	5.5%	101
Went to Ruby Tuesday/6 Mo		2,392	2.1%	121
Went to Texas Roadhouse/6 Mo		17,230	15.3%	118
Went to T.G.I. Friday`s/6 Mo		2,728	2.4%	98
Went to Waffle House/6 Mo		6,757	6.0%	113
Went to Fast Food/Drive-In Restaurant/6 Mo		103,137	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		45,326	40.3%	102
Spent \$1-10 at Fast Food Restaurant/30 Days		4,646	4.1%	116
Spent \$11-20 at Fast Food Restaurant/30 Days		10,059	8.9%	109
Spent \$21-40 at Fast Food Restaurant/30 Days		19,048	16.9%	105
Spent \$41-50 at Fast Food Restaurant/30 Days		10,674	9.5%	103
Spent \$51-100 at Fast Food Restaurant/30 Days		22,571	20.1%	98
Spent \$101-200 at Fast Food Restaurant/30 Days		14,237	12.7%	98
Spent \$201+ at Fast Food Restaurant/30 Days		6,047	5.4%	91
Ordered Eat-In Fast Food/6 Mo		33,012	29.3%	102

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 2024 and 2029.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	13,051	11.6%	90
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	64,433	57.3%	109
Ordered Take-Out/Walk-In Fast Food/6 Mo	24,303	21.6%	95
Bought Breakfast at Fast Food Restaurant/6 Mo	41,641	37.0%	103
Bought Lunch at Fast Food Restaurant/6 Mo	61,909	55.0%	102
Bought Dinner at Fast Food Restaurant/6 Mo	63,289	56.3%	103
Bought Snack at Fast Food Restaurant/6 Mo	15,599	13.9%	99
Bought from Fast Food Restaurant on Weekday/6 Mo	78,166	69.5%	105
Bought from Fast Food Restaurant on Weekend/6 Mo	59,303	52.7%	100
Bought A&W/6 Mo	2,960	2.6%	122
Bought Arby`s/6 Mo	26,608	23.7%	130
Bought Baskin-Robbins/6 Mo	2,734	2.4%	72
Bought Boston Market/6 Mo	1,621	1.4%	81
Bought Burger King/6 Mo	32,834	29.2%	108
Bought Captain D`s/6 Mo	3,963	3.5%	123
Bought Carl`s Jr./6 Mo	2,821	2.5%	53
Bought Checkers/6 Mo	2,445	2.2%	91
Bought Chick-Fil-A/6 Mo	37,668	33.5%	100
Bought Chipotle Mexican Grill/6 Mo	16,317	14.5%	84
Bought Chuck E. Cheese`s/6 Mo	1,309	1.2%	78
Bought Church`s Fried Chicken/6 Mo	2,567	2.3%	76
Bought Cold Stone Creamery/6 Mo	2,931	2.6%	84
Bought Dairy Queen/6 Mo	21,313	18.9%	121
Bought Del Taco/6 Mo	1,694	1.5%	42
Bought Domino`s Pizza/6 Mo	18,591	16.5%	99
Bought Dunkin` Donuts/6 Mo	16,536	14.7%	99
Bought Five Guys/6 Mo	11,463	10.2%	103
Bought Hardee`s/6 Mo	8,529	7.6%	152
Bought Jack in the Box/6 Mo	3,876	3.4%	51
Bought Jersey Mike`s/6 Mo	8,762	7.8%	92
Bought Jimmy John`s/6 Mo	7,958	7.1%	115
Bought KFC/6 Mo	20,655	18.4%	106
Bought Krispy Kreme Doughnuts/6 Mo	6,713	6.0%	89
Bought Little Caesars/6 Mo	14,096	12.5%	103
Bought Long John Silver`s/6 Mo	3,494	3.1%	119
Bought McDonald`s/6 Mo	58,381	51.9%	105
Bought Panda Express/6 Mo	10,996	9.8%	74
Bought Panera Bread/6 Mo	15,796	14.0%	104
Bought Papa John`s/6 Mo	10,177	9.0%	109
Bought Papa Murphy`s/6 Mo	3,657	3.3%	96
Bought Pizza Hut/6 Mo	14,535	12.9%	104
Bought Popeyes Chicken/6 Mo	13,211	11.7%	85
Bought Sonic Drive-In/6 Mo	14,389	12.8%	114
Bought Starbucks/6 Mo	20,755	18.4%	87
Bought Steak `N Shake/6 Mo	4,232	3.8%	131
Bought Subway/6 Mo	26,890	23.9%	106
Bought Taco Bell/6 Mo	33,252	29.6%	107
Bought Wendy`s/6 Mo	33,310	29.6%	110
Bought Whataburger/6 Mo	5,634	5.0%	84
Bought White Castle/6 Mo	2,534	2.3%	94
Bought Wing-Stop/6 Mo	2,591	2.3%	63

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Restaurant Market Potential

Washington County, TN (47179)
 Washington County
 Geography: County

Prepared by Esri

Went to Fine Dining Restaurant/6 Mo	15,370	13.7%	88
Went to Fine Dining Restaurant/30 Days	11,137	9.9%	85
Went to Fine Dining Restaurant 2+ Times/30 Days	4,907	4.4%	79
Used DoorDash Site/App for Take-Out/Del/30 Days	12,116	10.8%	86
Used Grubhub Site/App for Take-Out/Del/30 Days	4,037	3.6%	78
Used Postmates Site/App for Take-Out/Del/30 Days	706	0.6%	56
Used Restrnt Site/App for Take-Out/Del/30 Days	24,141	21.5%	99
Used Uber Eats Site/App for Take-Out/Del/30 Days	5,304	4.7%	65
Used Yelp Site/App for Take-Out/Del/30 Days	889	0.8%	60

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