



# Retail Market Potential

Springridge Rd  
 450-458 Springridge Rd, Clinton, Mississippi, 39056  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 32.33039  
 Longitude: -90.32616

Demographic Summary	2018	2023
Population	35,495	34,620
Population 18+	26,356	25,909
Households	13,507	13,187
Median Household Income	\$47,585	\$52,317

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	11,801	44.8%	95
Bought any women's clothing in last 12 months	10,973	41.6%	96
Bought clothing for child <13 years in last 6 months	7,331	27.8%	104
Bought any shoes in last 12 months	13,441	51.0%	95
Bought costume jewelry in last 12 months	5,229	19.8%	109
Bought any fine jewelry in last 12 months	4,915	18.6%	104
Bought a watch in last 12 months	4,272	16.2%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,740	79.5%	93
HH bought/leased new vehicle last 12 mo	1,199	8.9%	92
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	21,458	81.4%	95
Bought/changed motor oil in last 12 months	11,960	45.4%	95
Had tune-up in last 12 months	6,988	26.5%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	18,461	70.0%	101
Drank regular cola in last 6 months	11,874	45.1%	102
Drank beer/ale in last 6 months	11,184	42.4%	101
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	2,911	11.0%	95
Own digital SLR camera/camcorder	1,938	7.4%	94
Printed digital photos in last 12 months	5,327	20.2%	87
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	9,634	36.6%	101
Have a smartphone	21,681	82.3%	103
Have a smartphone: Android phone (any brand)	11,502	43.6%	112
Have a smartphone: Apple iPhone	9,510	36.1%	94
Number of cell phones in household: 1	4,498	33.3%	108
Number of cell phones in household: 2	4,981	36.9%	96
Number of cell phones in household: 3+	3,653	27.0%	98
HH has cell phone only (no landline telephone)	7,494	55.5%	106
<b>Computers (Households)</b>			
HH owns a computer	9,425	69.8%	94
HH owns desktop computer	4,834	35.8%	93
HH owns laptop/notebook	7,169	53.1%	94
HH owns any Apple/Mac brand computer	2,280	16.9%	95
HH owns any PC/non-Apple brand computer	8,015	59.3%	94
HH purchased most recent computer in a store	4,584	33.9%	92
HH purchased most recent computer online	1,827	13.5%	101
Spent <\$500 on most recent home computer	1,832	13.6%	89
Spent \$500-\$999 on most recent home computer	2,296	17.0%	97
Spent \$1,000-\$1,499 on most recent home computer	1,174	8.7%	91
Spent \$1,500-\$1,999 on most recent home computer	687	5.1%	110
Spent \$2,000+ on most recent home computer	495	3.7%	90

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	16,238	61.6%	98
Bought brewed coffee at convenience store in last 30 days	3,451	13.1%	97
Bought cigarettes at convenience store in last 30 days	3,097	11.8%	108
Bought gas at convenience store in last 30 days	9,492	36.0%	98
Spent at convenience store in last 30 days: <\$20	1,894	7.2%	100
Spent at convenience store in last 30 days: \$20-\$39	2,512	9.5%	100
Spent at convenience store in last 30 days: \$40-\$50	1,994	7.6%	91
Spent at convenience store in last 30 days: \$51-\$99	1,447	5.5%	98
Spent at convenience store in last 30 days: \$100+	5,691	21.6%	97
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	15,859	60.2%	101
Went to live theater in last 12 months	3,109	11.8%	102
Went to a bar/night club in last 12 months	4,576	17.4%	99
Dined out in last 12 months	12,830	48.7%	95
Gambled at a casino in last 12 months	3,479	13.2%	102
Visited a theme park in last 12 months	4,889	18.5%	98
Viewed movie (video-on-demand) in last 30 days	5,428	20.6%	113
Viewed TV show (video-on-demand) in last 30 days	4,431	16.8%	120
Watched any pay-per-view TV in last 12 months	3,013	11.4%	104
Downloaded a movie over the Internet in last 30 days	2,248	8.5%	94
Downloaded any individual song in last 6 months	5,695	21.6%	107
Watched a movie online in the last 30 days	6,490	24.6%	103
Watched a TV program online in last 30 days	4,665	17.7%	99
Played a video/electronic game (console) in last 12 months	2,501	9.5%	104
Played a video/electronic game (portable) in last 12 months	1,476	5.6%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	8,389	31.8%	101
Used ATM/cash machine in last 12 months	13,452	51.0%	96
Own any stock	1,870	7.1%	98
Own U.S. savings bond	1,287	4.9%	101
Own shares in mutual fund (stock)	1,821	6.9%	100
Own shares in mutual fund (bonds)	1,319	5.0%	105
Have interest checking account	7,199	27.3%	93
Have non-interest checking account	6,931	26.3%	89
Have savings account	14,694	55.8%	96
Have 401K retirement savings plan	4,111	15.6%	101
Own/used any credit/debit card in last 12 months	20,290	77.0%	97
Avg monthly credit card expenditures: <\$111	3,071	11.7%	97
Avg monthly credit card expenditures: \$111-\$225	1,769	6.7%	93
Avg monthly credit card expenditures: \$226-\$450	1,696	6.4%	95
Avg monthly credit card expenditures: \$451-\$700	1,539	5.8%	94
Avg monthly credit card expenditures: \$701-\$1,000	1,529	5.8%	100
Avg monthly credit card expenditures: \$1,001+	2,650	10.1%	92
Did banking online in last 12 months	9,795	37.2%	95
Did banking on mobile device in last 12 months	6,121	23.2%	99
Paid bills online in last 12 months	12,435	47.2%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	9,153	67.8%	99
Used bread in last 6 months	12,703	94.0%	101
Used chicken (fresh or frozen) in last 6 months	9,241	68.4%	99
Used turkey (fresh or frozen) in last 6 months	2,196	16.3%	106
Used fish/seafood (fresh or frozen) in last 6 months	7,764	57.5%	105
Used fresh fruit/vegetables in last 6 months	11,511	85.2%	98
Used fresh milk in last 6 months	11,447	84.7%	98
Used organic food in last 6 months	3,471	25.7%	109
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,410	28.1%	101
Exercise at club 2+ times per week	3,652	13.9%	96
Visited a doctor in last 12 months	19,791	75.1%	98
Used vitamin/dietary supplement in last 6 months	13,739	52.1%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,456	25.6%	92
Used housekeeper/maid/professional HH cleaning service in last 12	1,689	12.5%	89
Purchased low ticket HH furnishings in last 12 months	2,118	15.7%	94
Purchased big ticket HH furnishings in last 12 months	2,873	21.3%	97
Bought any small kitchen appliance in last 12 months	2,833	21.0%	94
Bought any large kitchen appliance in last 12 months	1,872	13.9%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	12,037	45.7%	103
Carry medical/hospital/accident insurance	19,119	72.5%	97
Carry homeowner insurance	11,696	44.4%	94
Carry renter's insurance	2,492	9.5%	110
Have auto insurance: 1 vehicle in household covered	3,976	29.4%	96
Have auto insurance: 2 vehicles in household covered	3,445	25.5%	88
Have auto insurance: 3+ vehicles in household covered	2,776	20.6%	90
<b>Pets (Households)</b>			
Household owns any pet	6,507	48.2%	88
Household owns any cat	2,538	18.8%	82
Household owns any dog	4,885	36.2%	87
<b>Psychographics (Adults)</b>			
Buying American is important to me	10,298	39.1%	96
Usually buy items on credit rather than wait	3,613	13.7%	105
Usually buy based on quality - not price	5,065	19.2%	99
Price is usually more important than brand name	7,216	27.4%	98
Usually use coupons for brands I buy often	4,379	16.6%	93
Am interested in how to help the environment	4,801	18.2%	100
Usually pay more for environ safe product	3,860	14.6%	103
Usually value green products over convenience	3,062	11.6%	103
Likely to buy a brand that supports a charity	9,477	36.0%	104
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,638	13.8%	104
Bought hardcover book in last 12 months	5,298	20.1%	101
Bought paperback book in last 12 month	7,294	27.7%	95
Read any daily newspaper (paper version)	5,909	22.4%	109
Read any digital newspaper in last 30 days	9,726	36.9%	98
Read any magazine (paper/electronic version) in last 6 months	23,869	90.6%	100

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	20,286	77.0%	102
Went to family restaurant/steak house: 4+ times a month	7,430	28.2%	105
Went to fast food/drive-in restaurant in last 6 months	23,741	90.1%	100
Went to fast food/drive-in restaurant 9+ times/mo	10,567	40.1%	101
Fast food/drive-in last 6 months: eat in	9,254	35.1%	96
Fast food/drive-in last 6 months: home delivery	2,198	8.3%	99
Fast food/drive-in last 6 months: take-out/drive-thru	12,939	49.1%	104
Fast food/drive-in last 6 months: take-out/walk-in	5,794	22.0%	104
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	11,918	45.2%	99
Own any e-reader	1,976	7.5%	101
Own e-reader/tablet: iPad	6,743	25.6%	96
HH has Internet connectable TV	3,181	23.6%	91
Own any portable MP3 player	5,227	19.8%	92
HH owns 1 TV	2,612	19.3%	92
HH owns 2 TVs	3,480	25.8%	96
HH owns 3 TVs	2,832	21.0%	100
HH owns 4+ TVs	2,564	19.0%	107
HH subscribes to cable TV	6,773	50.1%	112
HH subscribes to fiber optic	1,019	7.5%	95
HH owns portable GPS navigation device	3,119	23.1%	93
HH purchased video game system in last 12 mos	1,128	8.4%	98
HH owns any Internet video device for TV	2,624	19.4%	95
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	13,124	49.8%	96
Took 3+ domestic non-business trips in last 12 months	3,184	12.1%	102
Spent on domestic vacations in last 12 months: <\$1,000	2,660	10.1%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,609	6.1%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,001	3.8%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,028	3.9%	102
Spent on domestic vacations in last 12 months: \$3,000+	1,568	5.9%	95
Domestic travel in the 12 months: used general travel website	1,791	6.8%	98
Foreign travel in last 3 years	6,499	24.7%	93
Took 3+ foreign trips by plane in last 3 years	1,069	4.1%	84
Spent on foreign vacations in last 12 months: <\$1,000	1,214	4.6%	98
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	845	3.2%	85
Spent on foreign vacations in last 12 months: \$3,000+	1,468	5.6%	94
Foreign travel in last 3 years: used general travel website	1,485	5.6%	93
Nights spent in hotel/motel in last 12 months: any	11,225	42.6%	98
Took cruise of more than one day in last 3 years	2,378	9.0%	105
Member of any frequent flyer program	4,705	17.9%	103
Member of any hotel rewards program	4,383	16.6%	99

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Demographic Summary	2018	2023
Population	114,131	110,944
Population 18+	84,493	82,850
Households	39,006	37,865
Median Household Income	\$37,072	\$41,115

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	35,368	41.9%	89
Bought any women's clothing in last 12 months	32,744	38.8%	90
Bought clothing for child <13 years in last 6 months	23,291	27.6%	103
Bought any shoes in last 12 months	38,545	45.6%	85
Bought costume jewelry in last 12 months	16,331	19.3%	106
Bought any fine jewelry in last 12 months	15,883	18.8%	105
Bought a watch in last 12 months	14,084	16.7%	105
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	28,687	73.5%	86
HH bought/leased new vehicle last 12 mo	2,562	6.6%	68
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	64,552	76.4%	90
Bought/changed motor oil in last 12 months	38,366	45.4%	95
Had tune-up in last 12 months	20,860	24.7%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	60,027	71.0%	102
Drank regular cola in last 6 months	43,000	50.9%	115
Drank beer/ale in last 6 months	32,933	39.0%	92
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	6,762	8.0%	69
Own digital SLR camera/camcorder	4,690	5.6%	71
Printed digital photos in last 12 months	12,324	14.6%	63
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	30,877	36.5%	101
Have a smartphone	66,394	78.6%	98
Have a smartphone: Android phone (any brand)	40,580	48.0%	124
Have a smartphone: Apple iPhone	22,930	27.1%	71
Number of cell phones in household: 1	13,985	35.9%	116
Number of cell phones in household: 2	13,330	34.2%	89
Number of cell phones in household: 3+	10,467	26.8%	97
HH has cell phone only (no landline telephone)	22,504	57.7%	110
<b>Computers (Households)</b>			
HH owns a computer	23,542	60.4%	81
HH owns desktop computer	12,192	31.3%	82
HH owns laptop/notebook	17,809	45.7%	81
HH owns any Apple/Mac brand computer	4,919	12.6%	71
HH owns any PC/non-Apple brand computer	20,616	52.9%	84
HH purchased most recent computer in a store	11,410	29.3%	79
HH purchased most recent computer online	4,154	10.6%	79
Spent <\$500 on most recent home computer	4,891	12.5%	83
Spent \$500-\$999 on most recent home computer	5,395	13.8%	79
Spent \$1,000-\$1,499 on most recent home computer	2,491	6.4%	67
Spent \$1,500-\$1,999 on most recent home computer	1,625	4.2%	90
Spent \$2,000+ on most recent home computer	1,133	2.9%	72

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	50,848	60.2%	96
Bought brewed coffee at convenience store in last 30 days	10,410	12.3%	91
Bought cigarettes at convenience store in last 30 days	11,327	13.4%	123
Bought gas at convenience store in last 30 days	29,751	35.2%	96
Spent at convenience store in last 30 days: <\$20	5,645	6.7%	93
Spent at convenience store in last 30 days: \$20-\$39	7,898	9.3%	98
Spent at convenience store in last 30 days: \$40-\$50	5,796	6.9%	83
Spent at convenience store in last 30 days: \$51-\$99	4,362	5.2%	92
Spent at convenience store in last 30 days: \$100+	18,173	21.5%	97
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	47,206	55.9%	94
Went to live theater in last 12 months	7,460	8.8%	76
Went to a bar/night club in last 12 months	12,431	14.7%	84
Dined out in last 12 months	33,998	40.2%	79
Gambled at a casino in last 12 months	10,933	12.9%	100
Visited a theme park in last 12 months	14,556	17.2%	91
Viewed movie (video-on-demand) in last 30 days	14,689	17.4%	96
Viewed TV show (video-on-demand) in last 30 days	12,570	14.9%	107
Watched any pay-per-view TV in last 12 months	8,669	10.3%	93
Downloaded a movie over the Internet in last 30 days	6,551	7.8%	85
Downloaded any individual song in last 6 months	16,038	19.0%	94
Watched a movie online in the last 30 days	19,032	22.5%	94
Watched a TV program online in last 30 days	12,944	15.3%	85
Played a video/electronic game (console) in last 12 months	7,656	9.1%	99
Played a video/electronic game (portable) in last 12 months	4,483	5.3%	102
<b>Financial (Adults)</b>			
Have home mortgage (1st)	20,593	24.4%	77
Used ATM/cash machine in last 12 months	37,770	44.7%	84
Own any stock	4,004	4.7%	66
Own U.S. savings bond	2,999	3.5%	74
Own shares in mutual fund (stock)	3,880	4.6%	67
Own shares in mutual fund (bonds)	2,887	3.4%	72
Have interest checking account	17,116	20.3%	69
Have non-interest checking account	19,026	22.5%	76
Have savings account	40,447	47.9%	82
Have 401K retirement savings plan	10,168	12.0%	78
Own/used any credit/debit card in last 12 months	58,890	69.7%	87
Avg monthly credit card expenditures: <\$111	9,542	11.3%	94
Avg monthly credit card expenditures: \$111-\$225	5,157	6.1%	85
Avg monthly credit card expenditures: \$226-\$450	4,700	5.6%	82
Avg monthly credit card expenditures: \$451-\$700	3,687	4.4%	70
Avg monthly credit card expenditures: \$701-\$1,000	3,516	4.2%	71
Avg monthly credit card expenditures: \$1,001+	5,649	6.7%	61
Did banking online in last 12 months	23,303	27.6%	70
Did banking on mobile device in last 12 months	15,544	18.4%	78
Paid bills online in last 12 months	32,317	38.2%	78

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	26,184	67.1%	98
Used bread in last 6 months	36,729	94.2%	101
Used chicken (fresh or frozen) in last 6 months	26,127	67.0%	97
Used turkey (fresh or frozen) in last 6 months	6,528	16.7%	109
Used fish/seafood (fresh or frozen) in last 6 months	22,718	58.2%	106
Used fresh fruit/vegetables in last 6 months	32,666	83.7%	96
Used fresh milk in last 6 months	32,848	84.2%	98
Used organic food in last 6 months	9,167	23.5%	99
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	20,251	24.0%	86
Exercise at club 2+ times per week	8,901	10.5%	73
Visited a doctor in last 12 months	60,789	71.9%	94
Used vitamin/dietary supplement in last 6 months	41,026	48.6%	90
<b>Home (Households)</b>			
Any home improvement in last 12 months	8,322	21.3%	77
Used housekeeper/maid/professional HH cleaning service in last 12	3,967	10.2%	73
Purchased low ticket HH furnishings in last 12 months	5,404	13.9%	83
Purchased big ticket HH furnishings in last 12 months	7,350	18.8%	86
Bought any small kitchen appliance in last 12 months	7,482	19.2%	86
Bought any large kitchen appliance in last 12 months	4,945	12.7%	90
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	35,531	42.1%	95
Carry medical/hospital/accident insurance	55,833	66.1%	88
Carry homeowner insurance	30,801	36.5%	77
Carry renter's insurance	7,141	8.5%	98
Have auto insurance: 1 vehicle in household covered	12,407	31.8%	104
Have auto insurance: 2 vehicles in household covered	7,965	20.4%	71
Have auto insurance: 3+ vehicles in household covered	6,603	16.9%	74
<b>Pets (Households)</b>			
Household owns any pet	16,521	42.4%	78
Household owns any cat	6,102	15.6%	68
Household owns any dog	12,574	32.2%	77
<b>Psychographics (Adults)</b>			
Buying American is important to me	32,984	39.0%	96
Usually buy items on credit rather than wait	11,222	13.3%	101
Usually buy based on quality - not price	16,596	19.6%	102
Price is usually more important than brand name	23,637	28.0%	100
Usually use coupons for brands I buy often	13,776	16.3%	91
Am interested in how to help the environment	15,975	18.9%	104
Usually pay more for environ safe product	13,276	15.7%	110
Usually value green products over convenience	11,245	13.3%	117
Likely to buy a brand that supports a charity	30,222	35.8%	103
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	8,649	10.2%	77
Bought hardcover book in last 12 months	13,822	16.4%	82
Bought paperback book in last 12 month	19,162	22.7%	78
Read any daily newspaper (paper version)	18,137	21.5%	104
Read any digital newspaper in last 30 days	26,153	31.0%	82
Read any magazine (paper/electronic version) in last 6 months	75,374	89.2%	98

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# Retail Market Potential

Springridge Rd  
 450-458 Springridge Rd, Clinton, Mississippi, 39056  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 32.33039  
 Longitude: -90.32616

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	62,039	73.4%	97
Went to family restaurant/steak house: 4+ times a month	23,269	27.5%	102
Went to fast food/drive-in restaurant in last 6 months	75,444	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo	35,099	41.5%	105
Fast food/drive-in last 6 months: eat in	26,889	31.8%	87
Fast food/drive-in last 6 months: home delivery	6,691	7.9%	94
Fast food/drive-in last 6 months: take-out/drive-thru	40,327	47.7%	101
Fast food/drive-in last 6 months: take-out/walk-in	17,876	21.2%	100
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	33,085	39.2%	86
Own any e-reader	4,669	5.5%	75
Own e-reader/tablet: iPad	15,903	18.8%	71
HH has Internet connectable TV	7,828	20.1%	78
Own any portable MP3 player	13,198	15.6%	73
HH owns 1 TV	7,469	19.1%	91
HH owns 2 TVs	9,997	25.6%	95
HH owns 3 TVs	8,121	20.8%	99
HH owns 4+ TVs	7,141	18.3%	103
HH subscribes to cable TV	18,869	48.4%	108
HH subscribes to fiber optic	2,523	6.5%	81
HH owns portable GPS navigation device	7,450	19.1%	77
HH purchased video game system in last 12 mos	3,386	8.7%	102
HH owns any Internet video device for TV	6,260	16.0%	79
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	32,992	39.0%	75
Took 3+ domestic non-business trips in last 12 months	7,107	8.4%	71
Spent on domestic vacations in last 12 months: <\$1,000	7,060	8.4%	77
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,941	4.7%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,359	2.8%	71
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,322	2.7%	72
Spent on domestic vacations in last 12 months: \$3,000+	3,555	4.2%	67
Domestic travel in the 12 months: used general travel website	4,374	5.2%	75
Foreign travel in last 3 years	16,014	19.0%	72
Took 3+ foreign trips by plane in last 3 years	2,378	2.8%	59
Spent on foreign vacations in last 12 months: <\$1,000	2,859	3.4%	72
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,154	2.5%	68
Spent on foreign vacations in last 12 months: \$3,000+	3,513	4.2%	70
Foreign travel in last 3 years: used general travel website	3,275	3.9%	64
Nights spent in hotel/motel in last 12 months: any	28,780	34.1%	78
Took cruise of more than one day in last 3 years	6,812	8.1%	94
Member of any frequent flyer program	9,649	11.4%	66
Member of any hotel rewards program	9,606	11.4%	68

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# Retail Market Potential

Springridge Rd  
 450-458 Springridge Rd, Clinton, Mississippi, 39056  
 Drive Time: 20 minute radius

Prepared by Esri  
 Latitude: 32.33039  
 Longitude: -90.32616

Demographic Summary	2018	2023
Population	213,825	209,563
Population 18+	161,224	159,101
Households	78,027	76,496
Median Household Income	\$39,110	\$43,771

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	68,502	42.5%	90
Bought any women's clothing in last 12 months	63,564	39.4%	91
Bought clothing for child <13 years in last 6 months	43,417	26.9%	100
Bought any shoes in last 12 months	75,381	46.8%	88
Bought costume jewelry in last 12 months	30,447	18.9%	104
Bought any fine jewelry in last 12 months	29,851	18.5%	104
Bought a watch in last 12 months	26,724	16.6%	105
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	58,960	75.6%	88
HH bought/leased new vehicle last 12 mo	5,412	6.9%	72
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	125,342	77.7%	91
Bought/changed motor oil in last 12 months	73,344	45.5%	95
Had tune-up in last 12 months	39,216	24.3%	95
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	113,527	70.4%	101
Drank regular cola in last 6 months	79,659	49.4%	112
Drank beer/ale in last 6 months	63,039	39.1%	93
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	13,875	8.6%	74
Own digital SLR camera/camcorder	9,352	5.8%	74
Printed digital photos in last 12 months	25,631	15.9%	68
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	58,125	36.1%	100
Have a smartphone	126,311	78.3%	98
Have a smartphone: Android phone (any brand)	73,816	45.8%	118
Have a smartphone: Apple iPhone	46,867	29.1%	76
Number of cell phones in household: 1	28,208	36.2%	117
Number of cell phones in household: 2	26,900	34.5%	90
Number of cell phones in household: 3+	20,385	26.1%	95
HH has cell phone only (no landline telephone)	44,671	57.3%	109
<b>Computers (Households)</b>			
HH owns a computer	48,659	62.4%	84
HH owns desktop computer	24,969	32.0%	83
HH owns laptop/notebook	36,945	47.3%	84
HH owns any Apple/Mac brand computer	10,177	13.0%	74
HH owns any PC/non-Apple brand computer	42,369	54.3%	86
HH purchased most recent computer in a store	23,823	30.5%	83
HH purchased most recent computer online	8,505	10.9%	81
Spent <\$500 on most recent home computer	10,104	12.9%	85
Spent \$500-\$999 on most recent home computer	11,160	14.3%	81
Spent \$1,000-\$1,499 on most recent home computer	5,373	6.9%	72
Spent \$1,500-\$1,999 on most recent home computer	3,243	4.2%	90
Spent \$2,000+ on most recent home computer	2,409	3.1%	76

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# Retail Market Potential

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 450-458 Springridge Rd, Clinton, Mississippi, 39056  
 Drive Time: 20 minute radius

Prepared by Esri  
 Latitude: 32.33039  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	97,392	60.4%	96
Bought brewed coffee at convenience store in last 30 days	19,664	12.2%	90
Bought cigarettes at convenience store in last 30 days	20,837	12.9%	118
Bought gas at convenience store in last 30 days	57,157	35.5%	96
Spent at convenience store in last 30 days: <\$20	10,875	6.7%	94
Spent at convenience store in last 30 days: \$20-\$39	15,021	9.3%	97
Spent at convenience store in last 30 days: \$40-\$50	11,355	7.0%	85
Spent at convenience store in last 30 days: \$51-\$99	8,632	5.4%	96
Spent at convenience store in last 30 days: \$100+	34,580	21.4%	97
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	90,683	56.2%	95
Went to live theater in last 12 months	14,984	9.3%	80
Went to a bar/night club in last 12 months	24,295	15.1%	86
Dined out in last 12 months	67,434	41.8%	82
Gambled at a casino in last 12 months	20,661	12.8%	99
Visited a theme park in last 12 months	27,483	17.0%	90
Viewed movie (video-on-demand) in last 30 days	27,946	17.3%	95
Viewed TV show (video-on-demand) in last 30 days	23,369	14.5%	104
Watched any pay-per-view TV in last 12 months	16,288	10.1%	92
Downloaded a movie over the Internet in last 30 days	12,870	8.0%	88
Downloaded any individual song in last 6 months	30,363	18.8%	93
Watched a movie online in the last 30 days	36,899	22.9%	96
Watched a TV program online in last 30 days	25,715	15.9%	89
Played a video/electronic game (console) in last 12 months	14,593	9.1%	99
Played a video/electronic game (portable) in last 12 months	8,496	5.3%	102
<b>Financial (Adults)</b>			
Have home mortgage (1st)	40,636	25.2%	80
Used ATM/cash machine in last 12 months	74,028	45.9%	86
Own any stock	8,042	5.0%	69
Own U.S. savings bond	6,021	3.7%	77
Own shares in mutual fund (stock)	7,895	4.9%	71
Own shares in mutual fund (bonds)	5,706	3.5%	74
Have interest checking account	34,979	21.7%	74
Have non-interest checking account	38,043	23.6%	80
Have savings account	79,865	49.5%	85
Have 401K retirement savings plan	20,090	12.5%	80
Own/used any credit/debit card in last 12 months	114,608	71.1%	89
Avg monthly credit card expenditures: <\$111	18,694	11.6%	96
Avg monthly credit card expenditures: \$111-\$225	9,965	6.2%	86
Avg monthly credit card expenditures: \$226-\$450	9,338	5.8%	86
Avg monthly credit card expenditures: \$451-\$700	7,278	4.5%	73
Avg monthly credit card expenditures: \$701-\$1,000	6,892	4.3%	73
Avg monthly credit card expenditures: \$1,001+	11,440	7.1%	65
Did banking online in last 12 months	47,038	29.2%	74
Did banking on mobile device in last 12 months	30,658	19.0%	81
Paid bills online in last 12 months	64,215	39.8%	81

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# Retail Market Potential

Springridge Rd  
 450-458 Springridge Rd, Clinton, Mississippi, 39056  
 Drive Time: 20 minute radius

Prepared by Esri  
 Latitude: 32.33039  
 Longitude: -90.32616

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	52,329	67.1%	98
Used bread in last 6 months	73,354	94.0%	101
Used chicken (fresh or frozen) in last 6 months	52,321	67.1%	97
Used turkey (fresh or frozen) in last 6 months	12,776	16.4%	107
Used fish/seafood (fresh or frozen) in last 6 months	44,679	57.3%	105
Used fresh fruit/vegetables in last 6 months	65,696	84.2%	97
Used fresh milk in last 6 months	65,776	84.3%	98
Used organic food in last 6 months	17,980	23.0%	97
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	39,389	24.4%	87
Exercise at club 2+ times per week	17,872	11.1%	77
Visited a doctor in last 12 months	117,024	72.6%	94
Used vitamin/dietary supplement in last 6 months	79,231	49.1%	91
<b>Home (Households)</b>			
Any home improvement in last 12 months	17,070	21.9%	79
Used housekeeper/maid/professional HH cleaning service in last 12	8,176	10.5%	75
Purchased low ticket HH furnishings in last 12 months	11,361	14.6%	87
Purchased big ticket HH furnishings in last 12 months	15,209	19.5%	89
Bought any small kitchen appliance in last 12 months	15,227	19.5%	87
Bought any large kitchen appliance in last 12 months	9,863	12.6%	90
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	68,586	42.5%	96
Carry medical/hospital/accident insurance	108,327	67.2%	90
Carry homeowner insurance	61,107	37.9%	80
Carry renter's insurance	13,953	8.7%	101
Have auto insurance: 1 vehicle in household covered	25,511	32.7%	107
Have auto insurance: 2 vehicles in household covered	16,796	21.5%	75
Have auto insurance: 3+ vehicles in household covered	13,417	17.2%	75
<b>Pets (Households)</b>			
Household owns any pet	34,339	44.0%	81
Household owns any cat	13,135	16.8%	73
Household owns any dog	26,083	33.4%	80
<b>Psychographics (Adults)</b>			
Buying American is important to me	63,327	39.3%	97
Usually buy items on credit rather than wait	21,730	13.5%	103
Usually buy based on quality - not price	31,979	19.8%	103
Price is usually more important than brand name	45,915	28.5%	102
Usually use coupons for brands I buy often	27,020	16.8%	93
Am interested in how to help the environment	30,232	18.8%	103
Usually pay more for environ safe product	25,038	15.5%	109
Usually value green products over convenience	21,403	13.3%	117
Likely to buy a brand that supports a charity	56,739	35.2%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	17,017	10.6%	79
Bought hardcover book in last 12 months	26,866	16.7%	84
Bought paperback book in last 12 month	38,079	23.6%	81
Read any daily newspaper (paper version)	34,656	21.5%	104
Read any digital newspaper in last 30 days	51,903	32.2%	86
Read any magazine (paper/electronic version) in last 6 months	144,621	89.7%	99

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# Retail Market Potential

Springridge Rd  
 450-458 Springridge Rd, Clinton, Mississippi, 39056  
 Drive Time: 20 minute radius

Prepared by Esri  
 Latitude: 32.33039  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	117,880	73.1%	97
Went to family restaurant/steak house: 4+ times a month	44,050	27.3%	102
Went to fast food/drive-in restaurant in last 6 months	143,845	89.2%	99
Went to fast food/drive-in restaurant 9+ times/mo	66,637	41.3%	104
Fast food/drive-in last 6 months: eat in	51,834	32.2%	88
Fast food/drive-in last 6 months: home delivery	13,001	8.1%	96
Fast food/drive-in last 6 months: take-out/drive-thru	76,143	47.2%	100
Fast food/drive-in last 6 months: take-out/walk-in	34,008	21.1%	100
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	64,680	40.1%	88
Own any e-reader	9,299	5.8%	78
Own e-reader/tablet: iPad	32,267	20.0%	75
HH has Internet connectable TV	16,251	20.8%	81
Own any portable MP3 player	26,497	16.4%	76
HH owns 1 TV	15,382	19.7%	94
HH owns 2 TVs	20,258	26.0%	96
HH owns 3 TVs	16,240	20.8%	99
HH owns 4+ TVs	13,802	17.7%	99
HH subscribes to cable TV	37,412	47.9%	108
HH subscribes to fiber optic	4,947	6.3%	80
HH owns portable GPS navigation device	15,256	19.6%	79
HH purchased video game system in last 12 mos	6,595	8.5%	99
HH owns any Internet video device for TV	12,940	16.6%	81
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	65,799	40.8%	78
Took 3+ domestic non-business trips in last 12 months	14,255	8.8%	74
Spent on domestic vacations in last 12 months: <\$1,000	14,005	8.7%	80
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,632	4.7%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,760	3.0%	75
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,536	2.8%	74
Spent on domestic vacations in last 12 months: \$3,000+	7,143	4.4%	71
Domestic travel in the 12 months: used general travel website	8,507	5.3%	76
Foreign travel in last 3 years	32,106	19.9%	75
Took 3+ foreign trips by plane in last 3 years	4,856	3.0%	63
Spent on foreign vacations in last 12 months: <\$1,000	5,618	3.5%	74
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,363	2.7%	72
Spent on foreign vacations in last 12 months: \$3,000+	6,816	4.2%	71
Foreign travel in last 3 years: used general travel website	6,506	4.0%	67
Nights spent in hotel/motel in last 12 months: any	56,827	35.2%	81
Took cruise of more than one day in last 3 years	13,005	8.1%	94
Member of any frequent flyer program	19,299	12.0%	69
Member of any hotel rewards program	19,372	12.0%	72

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