



Restaurant Market Potential

Clinton Pkwy
 Clinton Pkwy, Clinton, Mississippi, 39056
 Drive Distance: 5 mile radius

Prepared by Esri
 Latitude: 32.34277
 Longitude: -90.32673

Demographic Summary	2018	2023
Population	31,969	31,180
Population 18+	24,210	23,755
Households	12,157	11,878
Median Household Income	\$52,562	\$56,645

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	18,940	78.2%	104
Went to family restaurant/steak house 4+ times/mo	6,892	28.5%	106
Spent at family restaurant/30 days: <\$31	2,182	9.0%	103
Spent at family restaurant/30 days: \$31-50	2,543	10.5%	106
Spent at family restaurant/30 days: \$51-100	3,611	14.9%	96
Spent at family restaurant/30 days: \$101-200	2,353	9.7%	105
Spent at family restaurant/30 days: \$201-300	644	2.7%	107
Family restaurant/steak house last 6 months: breakfast	3,492	14.4%	108
Family restaurant/steak house last 6 months: lunch	4,732	19.5%	100
Family restaurant/steak house last 6 months: dinner	11,495	47.5%	101
Family restaurant/steak house last 6 months: snack	542	2.2%	114
Family restaurant/steak house last 6 months: weekday	7,864	32.5%	106
Family restaurant/steak house last 6 months: weekend	10,426	43.1%	101
Fam rest/steak hse/6 months: Applebee`s	5,768	23.8%	106
Fam rest/steak hse/6 months: Bob Evans Farms	1,007	4.2%	114
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,507	10.4%	99
Fam rest/steak hse/6 months: California Pizza Kitchen	634	2.6%	93
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	815	3.4%	112
Fam rest/steak hse/6 months: The Cheesecake Factory	2,010	8.3%	115
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,442	10.1%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	961	4.0%	112
Fam rest/steak hse/6 months: Cracker Barrel	2,651	11.0%	99
Fam rest/steak hse/6 months: Denny`s	1,990	8.2%	96
Fam rest/steak hse/6 months: Golden Corral	1,936	8.0%	107
Fam rest/steak hse/6 months: IHOP	2,827	11.7%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	727	3.0%	95
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,535	6.3%	121
Fam rest/steak hse/6 months: Olive Garden	4,101	16.9%	101
Fam rest/steak hse/6 months: Outback Steakhouse	2,463	10.2%	114
Fam rest/steak hse/6 months: Red Lobster	3,174	13.1%	125
Fam rest/steak hse/6 months: Red Robin	1,873	7.7%	110
Fam rest/steak hse/6 months: Ruby Tuesday	1,578	6.5%	121
Fam rest/steak hse/6 months: Texas Roadhouse	2,446	10.1%	101
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,676	6.9%	123
Fam rest/steak hse/6 months: Waffle House	1,657	6.8%	118
Went to fast food/drive-in restaurant in last 6 mo	21,971	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	9,849	40.7%	103
Spent at fast food restaurant/30 days: <\$11	1,341	5.5%	107
Spent at fast food restaurant/30 days: \$11-\$20	2,781	11.5%	109
Spent at fast food restaurant/30 days: \$21-\$40	4,123	17.0%	104
Spent at fast food restaurant/30 days: \$41-\$50	2,173	9.0%	100
Spent at fast food restaurant/30 days: \$51-\$100	3,796	15.7%	94
Spent at fast food restaurant/30 days: \$101-\$200	1,815	7.5%	94
Spent at fast food restaurant/30 days: \$201+	564	2.3%	83

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 2018 and 2023.



Restaurant Market Potential

Clinton Pkwy
 Clinton Pkwy, Clinton, Mississippi, 39056
 Drive Distance: 5 mile radius

Prepared by Esri
 Latitude: 32.34277
 Longitude: -90.32673

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	8,410	34.7%	95
Fast food/drive-in last 6 months: home delivery	1,895	7.8%	93
Fast food/drive-in last 6 months: take-out/drive-thru	11,905	49.2%	104
Fast food/drive-in last 6 months: take-out/walk-in	5,243	21.7%	103
Fast food/drive-in last 6 months: breakfast	9,082	37.5%	108
Fast food/drive-in last 6 months: lunch	12,107	50.0%	98
Fast food/drive-in last 6 months: dinner	10,898	45.0%	98
Fast food/drive-in last 6 months: snack	3,083	12.7%	102
Fast food/drive-in last 6 months: weekday	14,381	59.4%	100
Fast food/drive-in last 6 months: weekend	11,741	48.5%	101
Fast food/drive-in last 6 months: A & W	657	2.7%	105
Fast food/drive-in last 6 months: Arby`s	4,081	16.9%	101
Fast food/drive-in last 6 months: Baskin-Robbins	854	3.5%	101
Fast food/drive-in last 6 months: Boston Market	991	4.1%	124
Fast food/drive-in last 6 months: Burger King	7,192	29.7%	100
Fast food/drive-in last 6 months: Captain D`s	1,242	5.1%	122
Fast food/drive-in last 6 months: Carl`s Jr.	1,202	5.0%	87
Fast food/drive-in last 6 months: Checkers	1,316	5.4%	162
Fast food/drive-in last 6 months: Chick-fil-A	6,112	25.2%	115
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,284	13.6%	103
Fast food/drive-in last 6 months: Chuck E. Cheese`s	845	3.5%	113
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,641	6.8%	190
Fast food/drive-in last 6 months: Cold Stone Creamery	761	3.1%	97
Fast food/drive-in last 6 months: Dairy Queen	3,310	13.7%	89
Fast food/drive-in last 6 months: Del Taco	804	3.3%	94
Fast food/drive-in last 6 months: Domino`s Pizza	2,982	12.3%	100
Fast food/drive-in last 6 months: Dunkin` Donuts	3,298	13.6%	99
Went to Five Guys in last 6 months	2,531	10.5%	108
Fast food/drive-in last 6 months: Hardee`s	1,329	5.5%	87
Fast food/drive-in last 6 months: Jack in the Box	1,702	7.0%	88
Went to Jimmy John`s in last 6 months	1,513	6.2%	107
Fast food/drive-in last 6 months: KFC	5,256	21.7%	108
Fast food/drive-in last 6 months: Krispy Kreme	1,652	6.8%	119
Fast food/drive-in last 6 months: Little Caesars	3,225	13.3%	99
Fast food/drive-in last 6 months: Long John Silver`s	964	4.0%	109
Fast food/drive-in last 6 months: McDonald`s	12,721	52.5%	100
Went to Panda Express in last 6 months	2,210	9.1%	96
Fast food/drive-in last 6 months: Panera Bread	3,205	13.2%	103
Fast food/drive-in last 6 months: Papa John`s	2,335	9.6%	109
Fast food/drive-in last 6 months: Papa Murphy`s	1,251	5.2%	102
Fast food/drive-in last 6 months: Pizza Hut	3,948	16.3%	96
Fast food/drive-in last 6 months: Popeyes Chicken	2,861	11.8%	126
Fast food/drive-in last 6 months: Sonic Drive-In	2,816	11.6%	99
Fast food/drive-in last 6 months: Starbucks	4,270	17.6%	97
Fast food/drive-in last 6 months: Steak `n Shake	1,301	5.4%	98
Fast food/drive-in last 6 months: Subway	6,236	25.8%	94
Fast food/drive-in last 6 months: Taco Bell	6,912	28.6%	99
Fast food/drive-in last 6 months: Wendy`s	6,224	25.7%	102
Fast food/drive-in last 6 months: Whataburger	1,235	5.1%	107
Fast food/drive-in last 6 months: White Castle	1,100	4.5%	143

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 2018 and 2023.



Restaurant Market Potential

Clinton Pkwy
Clinton Pkwy, Clinton, Mississippi, 39056
Drive Distance: 5 mile radius

Prepared by Esri
Latitude: 32.34277
Longitude: -90.32673

Went to fine dining restaurant last month	2,670	11.0%	102
Went to fine dining restaurant 3+ times last month	749	3.1%	96
Spent at fine dining restaurant/30 days: <\$51	369	1.5%	94
Spent at fine dining restaurant/30 days: \$51-\$100	855	3.5%	107
Spent at fine dining restaurant/30 days: \$101-\$200	653	2.7%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



Restaurant Market Potential

Clinton Pkwy
 Clinton Pkwy, Clinton, Mississippi, 39056
 Drive Distance: 10 mile radius

Prepared by Esri
 Latitude: 32.34277
 Longitude: -90.32673

Demographic Summary	2018	2023
Population	136,158	132,410
Population 18+	101,675	99,644
Households	47,983	46,630
Median Household Income	\$35,473	\$39,173

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	73,526	72.3%	96
Went to family restaurant/steak house 4+ times/mo	27,520	27.1%	101
Spent at family restaurant/30 days: <\$31	8,808	8.7%	99
Spent at family restaurant/30 days: \$31-50	9,193	9.0%	91
Spent at family restaurant/30 days: \$51-100	13,594	13.4%	86
Spent at family restaurant/30 days: \$101-200	7,711	7.6%	82
Spent at family restaurant/30 days: \$201-300	2,086	2.1%	82
Family restaurant/steak house last 6 months: breakfast	13,093	12.9%	96
Family restaurant/steak house last 6 months: lunch	16,921	16.6%	85
Family restaurant/steak house last 6 months: dinner	40,477	39.8%	85
Family restaurant/steak house last 6 months: snack	2,459	2.4%	123
Family restaurant/steak house last 6 months: weekday	27,471	27.0%	88
Family restaurant/steak house last 6 months: weekend	38,478	37.8%	89
Fam rest/steak hse/6 months: Applebee`s	24,614	24.2%	107
Fam rest/steak hse/6 months: Bob Evans Farms	4,686	4.6%	127
Fam rest/steak hse/6 months: Buffalo Wild Wings	9,421	9.3%	88
Fam rest/steak hse/6 months: California Pizza Kitchen	1,876	1.8%	66
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	3,182	3.1%	104
Fam rest/steak hse/6 months: The Cheesecake Factory	7,552	7.4%	103
Fam rest/steak hse/6 months: Chili`s Grill & Bar	8,762	8.6%	83
Fam rest/steak hse/6 months: CiCi`s Pizza	5,292	5.2%	147
Fam rest/steak hse/6 months: Cracker Barrel	10,037	9.9%	90
Fam rest/steak hse/6 months: Denny`s	8,740	8.6%	100
Fam rest/steak hse/6 months: Golden Corral	11,268	11.1%	149
Fam rest/steak hse/6 months: IHOP	12,126	11.9%	116
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,628	3.6%	113
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,403	5.3%	102
Fam rest/steak hse/6 months: Olive Garden	13,394	13.2%	79
Fam rest/steak hse/6 months: Outback Steakhouse	8,627	8.5%	95
Fam rest/steak hse/6 months: Red Lobster	14,609	14.4%	137
Fam rest/steak hse/6 months: Red Robin	5,432	5.3%	76
Fam rest/steak hse/6 months: Ruby Tuesday	6,710	6.6%	123
Fam rest/steak hse/6 months: Texas Roadhouse	7,857	7.7%	78
Fam rest/steak hse/6 months: T.G.I. Friday`s	7,442	7.3%	130
Fam rest/steak hse/6 months: Waffle House	8,661	8.5%	147
Went to fast food/drive-in restaurant in last 6 mo	90,577	89.1%	99
Went to fast food/drive-in restaurant 9+ times/mo	42,410	41.7%	105
Spent at fast food restaurant/30 days: <\$11	5,312	5.2%	101
Spent at fast food restaurant/30 days: \$11-\$20	11,931	11.7%	111
Spent at fast food restaurant/30 days: \$21-\$40	17,530	17.2%	105
Spent at fast food restaurant/30 days: \$41-\$50	8,074	7.9%	89
Spent at fast food restaurant/30 days: \$51-\$100	14,082	13.9%	83
Spent at fast food restaurant/30 days: \$101-\$200	6,286	6.2%	78
Spent at fast food restaurant/30 days: \$201+	2,285	2.2%	80

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 2018 and 2023.



Restaurant Market Potential

Clinton Pkwy
 Clinton Pkwy, Clinton, Mississippi, 39056
 Drive Distance: 10 mile radius

Prepared by Esri
 Latitude: 32.34277
 Longitude: -90.32673

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	31,635	31.1%	85
Fast food/drive-in last 6 months: home delivery	8,064	7.9%	95
Fast food/drive-in last 6 months: take-out/drive-thru	47,374	46.6%	99
Fast food/drive-in last 6 months: take-out/walk-in	21,412	21.1%	100
Fast food/drive-in last 6 months: breakfast	37,419	36.8%	106
Fast food/drive-in last 6 months: lunch	46,792	46.0%	91
Fast food/drive-in last 6 months: dinner	41,546	40.9%	89
Fast food/drive-in last 6 months: snack	12,342	12.1%	97
Fast food/drive-in last 6 months: weekday	54,904	54.0%	90
Fast food/drive-in last 6 months: weekend	47,168	46.4%	97
Fast food/drive-in last 6 months: A & W	2,776	2.7%	105
Fast food/drive-in last 6 months: Arby`s	15,744	15.5%	93
Fast food/drive-in last 6 months: Baskin-Robbins	3,416	3.4%	96
Fast food/drive-in last 6 months: Boston Market	4,398	4.3%	131
Fast food/drive-in last 6 months: Burger King	34,699	34.1%	115
Fast food/drive-in last 6 months: Captain D`s	8,385	8.2%	196
Fast food/drive-in last 6 months: Carl`s Jr.	4,812	4.7%	83
Fast food/drive-in last 6 months: Checkers	9,320	9.2%	273
Fast food/drive-in last 6 months: Chick-fil-A	21,675	21.3%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,642	9.5%	72
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,397	4.3%	140
Fast food/drive-in last 6 months: Church`s Fr. Chicken	12,646	12.4%	349
Fast food/drive-in last 6 months: Cold Stone Creamery	2,673	2.6%	81
Fast food/drive-in last 6 months: Dairy Queen	12,309	12.1%	79
Fast food/drive-in last 6 months: Del Taco	3,181	3.1%	89
Fast food/drive-in last 6 months: Domino`s Pizza	12,726	12.5%	102
Fast food/drive-in last 6 months: Dunkin` Donuts	10,692	10.5%	76
Went to Five Guys in last 6 months	7,832	7.7%	79
Fast food/drive-in last 6 months: Hardee`s	6,360	6.3%	99
Fast food/drive-in last 6 months: Jack in the Box	7,988	7.9%	99
Went to Jimmy John`s in last 6 months	4,428	4.4%	75
Fast food/drive-in last 6 months: KFC	27,177	26.7%	132
Fast food/drive-in last 6 months: Krispy Kreme	7,475	7.4%	128
Fast food/drive-in last 6 months: Little Caesars	15,835	15.6%	116
Fast food/drive-in last 6 months: Long John Silver`s	5,261	5.2%	142
Fast food/drive-in last 6 months: McDonald`s	54,383	53.5%	102
Went to Panda Express in last 6 months	8,053	7.9%	84
Fast food/drive-in last 6 months: Panera Bread	8,531	8.4%	65
Fast food/drive-in last 6 months: Papa John`s	8,951	8.8%	100
Fast food/drive-in last 6 months: Papa Murphy`s	4,054	4.0%	79
Fast food/drive-in last 6 months: Pizza Hut	18,558	18.3%	107
Fast food/drive-in last 6 months: Popeyes Chicken	16,652	16.4%	175
Fast food/drive-in last 6 months: Sonic Drive-In	12,981	12.8%	109
Fast food/drive-in last 6 months: Starbucks	12,462	12.3%	68
Fast food/drive-in last 6 months: Steak `n Shake	5,712	5.6%	102
Fast food/drive-in last 6 months: Subway	24,624	24.2%	89
Fast food/drive-in last 6 months: Taco Bell	29,832	29.3%	102
Fast food/drive-in last 6 months: Wendy`s	27,133	26.7%	106
Fast food/drive-in last 6 months: Whataburger	5,836	5.7%	121
Fast food/drive-in last 6 months: White Castle	5,915	5.8%	184

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 2018 and 2023.



Restaurant Market Potential

Clinton Pkwy
Clinton Pkwy, Clinton, Mississippi, 39056
Drive Distance: 10 mile radius

Prepared by Esri
Latitude: 32.34277
Longitude: -90.32673

Went to fine dining restaurant last month	7,874	7.7%	72
Went to fine dining restaurant 3+ times last month	2,257	2.2%	69
Spent at fine dining restaurant/30 days: <\$51	1,563	1.5%	94
Spent at fine dining restaurant/30 days: \$51-\$100	2,850	2.8%	85
Spent at fine dining restaurant/30 days: \$101-\$200	1,614	1.6%	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 2018 and 2023.



Restaurant Market Potential

Clinton Pkwy
 Clinton Pkwy, Clinton, Mississippi, 39056
 Drive Distance: 15 mile radius

Prepared by Esri
 Latitude: 32.34277
 Longitude: -90.32673

Demographic Summary	2018	2023
Population	237,795	233,551
Population 18+	179,678	177,691
Households	87,717	86,171
Median Household Income	\$41,750	\$46,998

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	132,684	73.8%	98
Went to family restaurant/steak house 4+ times/mo	49,423	27.5%	102
Spent at family restaurant/30 days: <\$31	15,821	8.8%	101
Spent at family restaurant/30 days: \$31-50	17,102	9.5%	96
Spent at family restaurant/30 days: \$51-100	25,242	14.0%	91
Spent at family restaurant/30 days: \$101-200	14,938	8.3%	89
Spent at family restaurant/30 days: \$201-300	4,037	2.2%	90
Family restaurant/steak house last 6 months: breakfast	24,218	13.5%	101
Family restaurant/steak house last 6 months: lunch	32,329	18.0%	92
Family restaurant/steak house last 6 months: dinner	76,825	42.8%	91
Family restaurant/steak house last 6 months: snack	4,006	2.2%	113
Family restaurant/steak house last 6 months: weekday	52,211	29.1%	94
Family restaurant/steak house last 6 months: weekend	71,603	39.9%	94
Fam rest/steak hse/6 months: Applebee`s	42,990	23.9%	106
Fam rest/steak hse/6 months: Bob Evans Farms	7,653	4.3%	117
Fam rest/steak hse/6 months: Buffalo Wild Wings	17,604	9.8%	93
Fam rest/steak hse/6 months: California Pizza Kitchen	3,913	2.2%	77
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	5,862	3.3%	108
Fam rest/steak hse/6 months: The Cheesecake Factory	13,528	7.5%	104
Fam rest/steak hse/6 months: Chili`s Grill & Bar	16,756	9.3%	90
Fam rest/steak hse/6 months: CiCi`s Pizza	8,538	4.8%	134
Fam rest/steak hse/6 months: Cracker Barrel	18,630	10.4%	94
Fam rest/steak hse/6 months: Denny`s	15,363	8.6%	100
Fam rest/steak hse/6 months: Golden Corral	17,670	9.8%	132
Fam rest/steak hse/6 months: IHOP	20,809	11.6%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	6,193	3.4%	109
Fam rest/steak hse/6 months: LongHorn Steakhouse	9,613	5.4%	102
Fam rest/steak hse/6 months: Olive Garden	26,668	14.8%	89
Fam rest/steak hse/6 months: Outback Steakhouse	15,875	8.8%	99
Fam rest/steak hse/6 months: Red Lobster	24,060	13.4%	127
Fam rest/steak hse/6 months: Red Robin	10,818	6.0%	86
Fam rest/steak hse/6 months: Ruby Tuesday	11,329	6.3%	117
Fam rest/steak hse/6 months: Texas Roadhouse	15,579	8.7%	87
Fam rest/steak hse/6 months: T.G.I. Friday`s	12,113	6.7%	120
Fam rest/steak hse/6 months: Waffle House	13,789	7.7%	133
Went to fast food/drive-in restaurant in last 6 mo	160,843	89.5%	99
Went to fast food/drive-in restaurant 9+ times/mo	74,011	41.2%	104
Spent at fast food restaurant/30 days: <\$11	9,330	5.2%	100
Spent at fast food restaurant/30 days: \$11-\$20	20,131	11.2%	106
Spent at fast food restaurant/30 days: \$21-\$40	30,780	17.1%	105
Spent at fast food restaurant/30 days: \$41-\$50	15,074	8.4%	94
Spent at fast food restaurant/30 days: \$51-\$100	26,772	14.9%	89
Spent at fast food restaurant/30 days: \$101-\$200	12,348	6.9%	86
Spent at fast food restaurant/30 days: \$201+	4,435	2.5%	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.

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.



Restaurant Market Potential

Clinton Pkwy
 Clinton Pkwy, Clinton, Mississippi, 39056
 Drive Distance: 15 mile radius

Prepared by Esri
 Latitude: 32.34277
 Longitude: -90.32673

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	58,916	32.8%	89
Fast food/drive-in last 6 months: home delivery	14,690	8.2%	97
Fast food/drive-in last 6 months: take-out/drive-thru	85,383	47.5%	101
Fast food/drive-in last 6 months: take-out/walk-in	38,332	21.3%	101
Fast food/drive-in last 6 months: breakfast	65,659	36.5%	105
Fast food/drive-in last 6 months: lunch	86,737	48.3%	95
Fast food/drive-in last 6 months: dinner	76,901	42.8%	93
Fast food/drive-in last 6 months: snack	22,360	12.4%	100
Fast food/drive-in last 6 months: weekday	101,687	56.6%	95
Fast food/drive-in last 6 months: weekend	84,688	47.1%	98
Fast food/drive-in last 6 months: A & W	4,841	2.7%	104
Fast food/drive-in last 6 months: Arby`s	29,088	16.2%	97
Fast food/drive-in last 6 months: Baskin-Robbins	6,148	3.4%	98
Fast food/drive-in last 6 months: Boston Market	7,123	4.0%	120
Fast food/drive-in last 6 months: Burger King	58,859	32.8%	110
Fast food/drive-in last 6 months: Captain D`s	12,156	6.8%	161
Fast food/drive-in last 6 months: Carl`s Jr.	8,994	5.0%	87
Fast food/drive-in last 6 months: Checkers	12,927	7.2%	214
Fast food/drive-in last 6 months: Chick-fil-A	40,185	22.4%	102
Fast food/drive-in last 6 months: Chipotle Mex. Grill	19,786	11.0%	83
Fast food/drive-in last 6 months: Chuck E. Cheese`s	7,028	3.9%	127
Fast food/drive-in last 6 months: Church`s Fr. Chicken	16,880	9.4%	263
Fast food/drive-in last 6 months: Cold Stone Creamery	5,233	2.9%	90
Fast food/drive-in last 6 months: Dairy Queen	23,807	13.2%	86
Fast food/drive-in last 6 months: Del Taco	5,834	3.2%	92
Fast food/drive-in last 6 months: Domino`s Pizza	22,713	12.6%	103
Fast food/drive-in last 6 months: Dunkin` Donuts	20,499	11.4%	83
Went to Five Guys in last 6 months	15,711	8.7%	90
Fast food/drive-in last 6 months: Hardee`s	11,034	6.1%	98
Fast food/drive-in last 6 months: Jack in the Box	14,122	7.9%	99
Went to Jimmy John`s in last 6 months	9,323	5.2%	89
Fast food/drive-in last 6 months: KFC	43,721	24.3%	120
Fast food/drive-in last 6 months: Krispy Kreme	12,665	7.0%	123
Fast food/drive-in last 6 months: Little Caesars	26,982	15.0%	112
Fast food/drive-in last 6 months: Long John Silver`s	8,159	4.5%	125
Fast food/drive-in last 6 months: McDonald`s	95,291	53.0%	101
Went to Panda Express in last 6 months	15,487	8.6%	91
Fast food/drive-in last 6 months: Panera Bread	18,266	10.2%	79
Fast food/drive-in last 6 months: Papa John`s	16,590	9.2%	104
Fast food/drive-in last 6 months: Papa Murphy`s	8,336	4.6%	92
Fast food/drive-in last 6 months: Pizza Hut	31,882	17.7%	104
Fast food/drive-in last 6 months: Popeyes Chicken	25,387	14.1%	151
Fast food/drive-in last 6 months: Sonic Drive-In	22,356	12.4%	106
Fast food/drive-in last 6 months: Starbucks	25,924	14.4%	79
Fast food/drive-in last 6 months: Steak `n Shake	10,200	5.7%	103
Fast food/drive-in last 6 months: Subway	45,750	25.5%	93
Fast food/drive-in last 6 months: Taco Bell	52,958	29.5%	103
Fast food/drive-in last 6 months: Wendy`s	47,728	26.6%	106
Fast food/drive-in last 6 months: Whataburger	9,965	5.5%	117
Fast food/drive-in last 6 months: White Castle	8,917	5.0%	157

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 2018 and 2023.



Restaurant Market Potential

Clinton Pkwy
Clinton Pkwy, Clinton, Mississippi, 39056
Drive Distance: 15 mile radius

Prepared by Esri
Latitude: 32.34277
Longitude: -90.32673

Went to fine dining restaurant last month	16,305	9.1%	84
Went to fine dining restaurant 3+ times last month	4,720	2.6%	81
Spent at fine dining restaurant/30 days: <\$51	2,828	1.6%	97
Spent at fine dining restaurant/30 days: \$51-\$100	5,661	3.2%	95
Spent at fine dining restaurant/30 days: \$101-\$200	3,567	2.0%	75

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 2018 and 2023.

April 25, 2019