



Restaurant Market Potential

Itawamba County, MS (28057)

Geography: County

www.yallbusiness.com

Demographic Summary		2015	2020	
Population		24,186	25,100	
Population 18+		18,962	19,583	
Households		9,193	9,539	
Median Household Income		\$37,668	\$41,447	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		13,957	73.6%	97
Went to family restaurant/steak house 4+ times/mo		5,235	27.6%	96
Spent at family rest/steak hse last 6 months: <\$31		1,581	8.3%	116
Spent at family rest/steak hse last 6 months: \$31-50		1,849	9.8%	115
Spent at family rest/steak hse last 6 months: \$51-100		2,842	15.0%	100
Spent at family rest/steak hse last 6 months: \$101-200		2,090	11.0%	91
Spent at family rest/steak hse last 6 months: \$201-300		823	4.3%	73
Spent at family rest/steak hse last 6 months: \$301+		1,113	5.9%	79
Family restaurant/steak house last 6 months: breakfast		2,176	11.5%	92
Family restaurant/steak house last 6 months: lunch		3,897	20.6%	106
Family restaurant/steak house last 6 months: dinner		8,610	45.4%	95
Family restaurant/steak house last 6 months: snack		225	1.2%	68
Family restaurant/steak house last 6 months: weekday		5,778	30.5%	96
Family restaurant/steak house last 6 months: weekend		7,936	41.9%	99
Fam rest/steak hse/6 months: Applebee` s		4,746	25.0%	101
Fam rest/steak hse/6 months: Bob Evans Farms		801	4.2%	113
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,078	5.7%	74
Fam rest/steak hse/6 months: California Pizza Kitchen		160	0.8%	26
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		411	2.2%	71
Fam rest/steak hse/6 months: The Cheesecake Factory		557	2.9%	43
Fam rest/steak hse/6 months: Chili`s Grill & Bar		1,789	9.4%	77
Fam rest/steak hse/6 months: CiCi`s Pizza		999	5.3%	119
Fam rest/steak hse/6 months: Cracker Barrel		2,532	13.4%	137
Fam rest/steak hse/6 months: Denny`s		1,392	7.3%	77
Fam rest/steak hse/6 months: Golden Corral		2,251	11.9%	138
Fam rest/steak hse/6 months: IHOP		1,787	9.4%	81
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,074	5.7%	159
Fam rest/steak hse/6 months: LongHorn Steakhouse		851	4.5%	104
Fam rest/steak hse/6 months: Old Country Buffet		298	1.6%	75
Fam rest/steak hse/6 months: Olive Garden		2,925	15.4%	88
Fam rest/steak hse/6 months: Outback Steakhouse		1,603	8.5%	85
Fam rest/steak hse/6 months: Red Lobster		2,580	13.6%	108
Fam rest/steak hse/6 months: Red Robin		657	3.5%	58
Fam rest/steak hse/6 months: Ruby Tuesday		1,667	8.8%	128
Fam rest/steak hse/6 months: Texas Roadhouse		1,562	8.2%	111
Fam rest/steak hse/6 months: T.G.I. Friday`s		957	5.0%	63
Fam rest/steak hse/6 months: Waffle House		1,524	8.0%	148
Went to fast food/drive-in restaurant in last 6 mo		17,218	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo		7,839	41.3%	102
Spent at fast food/drive-in last 6 months: <\$11		910	4.8%	110
Spent at fast food/drive-in last 6 months: \$11-\$20		1,565	8.3%	107
Spent at fast food/drive-in last 6 months: \$21-\$40		2,363	12.5%	103
Spent at fast food/drive-in last 6 months: \$41-\$50		1,471	7.8%	103
Spent at fast food/drive-in last 6 months: \$51-\$100		3,172	16.7%	101
Spent at fast food/drive-in last 6 months: \$101-\$200		2,217	11.7%	97
Spent at fast food/drive-in last 6 months: \$201+		2,411	12.7%	104

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 2015 and 2020.

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	7,495	39.5%	109
Fast food/drive-in last 6 months: home delivery	1,090	5.7%	73
Fast food/drive-in last 6 months: take-out/drive-thru	9,593	50.6%	108
Fast food/drive-in last 6 months: take-out/walk-in	3,156	16.6%	85
Fast food/drive-in last 6 months: breakfast	6,952	36.7%	111
Fast food/drive-in last 6 months: lunch	9,879	52.1%	103
Fast food/drive-in last 6 months: dinner	8,638	45.6%	103
Fast food/drive-in last 6 months: snack	1,912	10.1%	80
Fast food/drive-in last 6 months: weekday	11,732	61.9%	104
Fast food/drive-in last 6 months: weekend	8,948	47.2%	103
Fast food/drive-in last 6 months: A & W	769	4.1%	124
Fast food/drive-in last 6 months: Arby`s	4,402	23.2%	138
Fast food/drive-in last 6 months: Baskin-Robbins	401	2.1%	61
Fast food/drive-in last 6 months: Boston Market	244	1.3%	37
Fast food/drive-in last 6 months: Burger King	6,299	33.2%	105
Fast food/drive-in last 6 months: Captain D`s	1,202	6.3%	185
Fast food/drive-in last 6 months: Carl`s Jr.	364	1.9%	33
Fast food/drive-in last 6 months: Checkers	512	2.7%	92
Fast food/drive-in last 6 months: Chick-fil-A	3,046	16.1%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	595	3.1%	34
Fast food/drive-in last 6 months: Chuck E. Cheese`s	572	3.0%	84
Fast food/drive-in last 6 months: Church`s Fr. Chicken	866	4.6%	127
Fast food/drive-in last 6 months: Cold Stone Creamery	391	2.1%	61
Fast food/drive-in last 6 months: Dairy Queen	3,507	18.5%	133
Fast food/drive-in last 6 months: Del Taco	179	0.9%	27
Fast food/drive-in last 6 months: Domino`s Pizza	1,918	10.1%	86
Fast food/drive-in last 6 months: Dunkin` Donuts	1,237	6.5%	58
Fast food/drive-in last 6 months: Hardee`s	2,584	13.6%	227
Fast food/drive-in last 6 months: Jack in the Box	717	3.8%	44
Fast food/drive-in last 6 months: KFC	5,593	29.5%	127
Fast food/drive-in last 6 months: Krispy Kreme	864	4.6%	108
Fast food/drive-in last 6 months: Little Caesars	2,213	11.7%	106
Fast food/drive-in last 6 months: Long John Silver`s	2,026	10.7%	191
Fast food/drive-in last 6 months: McDonald`s	11,358	59.9%	108
Fast food/drive-in last 6 months: Panera Bread	1,071	5.6%	54
Fast food/drive-in last 6 months: Papa John`s	1,565	8.3%	88
Fast food/drive-in last 6 months: Papa Murphy`s	640	3.4%	81
Fast food/drive-in last 6 months: Pizza Hut	4,920	25.9%	129
Fast food/drive-in last 6 months: Popeyes Chicken	1,141	6.0%	78
Fast food/drive-in last 6 months: Quiznos	535	2.8%	68
Fast food/drive-in last 6 months: Sonic Drive-In	2,752	14.5%	140
Fast food/drive-in last 6 months: Starbucks	1,207	6.4%	43
Fast food/drive-in last 6 months: Steak `n Shake	973	5.1%	107
Fast food/drive-in last 6 months: Subway	6,498	34.3%	102
Fast food/drive-in last 6 months: Taco Bell	6,194	32.7%	103
Fast food/drive-in last 6 months: Wendy`s	5,834	30.8%	107
Fast food/drive-in last 6 months: Whataburger	781	4.1%	109
Fast food/drive-in last 6 months: White Castle	418	2.2%	66

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Went to fine dining restaurant last month	1,196	6.3%	54
Went to fine dining restaurant 3+ times last month	312	1.6%	51
Spent at fine dining rest in last 6 months: <\$51	356	1.9%	94
Spent at fine dining rest in last 6 months: \$51-\$100	457	2.4%	65
Spent at fine dining rest in last 6 months: \$101-\$200	341	1.8%	50
Spent at fine dining rest in last 6 months: \$201+	320	1.7%	40

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