



Restaurant Market Potential

Itawamba County, MS (28057)

www.yallbusiness.com

Geography: County

Demographic Summary		2017	2022	
Population		24,317	24,887	
Population 18+		19,156	19,546	
Households		9,166	9,366	
Median Household Income		\$40,323	\$43,769	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		14,233	74.3%	99
Went to family restaurant/steak house 4+ times/mo		5,266	27.5%	100
Spent at family rest/steak hse last 6 months: <\$31		1,979	10.3%	135
Spent at family rest/steak hse last 6 months: \$31-50		1,888	9.9%	114
Spent at family rest/steak hse last 6 months: \$51-100		2,879	15.0%	101
Spent at family rest/steak hse last 6 months: \$101-200		1,881	9.8%	88
Spent at family rest/steak hse last 6 months: \$201-300		846	4.4%	93
Spent at family rest/steak hse last 6 months: \$301+		865	4.5%	74
Family restaurant/steak house last 6 months: breakfast		2,132	11.1%	88
Family restaurant/steak house last 6 months: lunch		3,899	20.4%	107
Family restaurant/steak house last 6 months: dinner		8,599	44.9%	97
Family restaurant/steak house last 6 months: snack		285	1.5%	78
Family restaurant/steak house last 6 months: weekday		6,018	31.4%	102
Family restaurant/steak house last 6 months: weekend		7,528	39.3%	95
Fam rest/steak hse/6 months: Applebee`s		4,339	22.7%	100
Fam rest/steak hse/6 months: Bob Evans Farms		907	4.7%	128
Fam rest/steak hse/6 months: Buffalo Wild Wings		1,377	7.2%	75
Fam rest/steak hse/6 months: California Pizza Kitchen		169	0.9%	28
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		483	2.5%	76
Fam rest/steak hse/6 months: The Cheesecake Factory		437	2.3%	36
Fam rest/steak hse/6 months: Chili`s Grill & Bar		1,765	9.2%	83
Fam rest/steak hse/6 months: CiCi`s Pizza		1,016	5.3%	135
Fam rest/steak hse/6 months: Cracker Barrel		2,899	15.1%	145
Fam rest/steak hse/6 months: Denny`s		1,223	6.4%	72
Fam rest/steak hse/6 months: Golden Corral		1,912	10.0%	133
Fam rest/steak hse/6 months: IHOP		1,642	8.6%	82
Fam rest/steak hse/6 months: Logan`s Roadhouse		1,265	6.6%	177
Fam rest/steak hse/6 months: LongHorn Steakhouse		1,008	5.3%	108
Fam rest/steak hse/6 months: Olive Garden		2,837	14.8%	87
Fam rest/steak hse/6 months: Outback Steakhouse		1,544	8.1%	88
Fam rest/steak hse/6 months: Red Lobster		2,319	12.1%	105
Fam rest/steak hse/6 months: Red Robin		697	3.6%	56
Fam rest/steak hse/6 months: Ruby Tuesday		1,364	7.1%	123
Fam rest/steak hse/6 months: Texas Roadhouse		1,387	7.2%	90
Fam rest/steak hse/6 months: T.G.I. Friday`s		745	3.9%	56
Fam rest/steak hse/6 months: Waffle House		1,671	8.7%	160
Went to fast food/drive-in restaurant in last 6 mo		17,547	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo		7,958	41.5%	106
Spent at fast food/drive-in last 6 months: <\$11		1,010	5.3%	116
Spent at fast food/drive-in last 6 months: \$11-\$20		1,817	9.5%	114
Spent at fast food/drive-in last 6 months: \$21-\$40		2,610	13.6%	109
Spent at fast food/drive-in last 6 months: \$41-\$50		1,279	6.7%	86
Spent at fast food/drive-in last 6 months: \$51-\$100		3,368	17.6%	106
Spent at fast food/drive-in last 6 months: \$101-\$200		2,318	12.1%	110
Spent at fast food/drive-in last 6 months: \$201+		1,766	9.2%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	7,698	40.2%	110
Fast food/drive-in last 6 months: home delivery	1,095	5.7%	74
Fast food/drive-in last 6 months: take-out/drive-thru	9,463	49.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	3,151	16.4%	82
Fast food/drive-in last 6 months: breakfast	6,855	35.8%	109
Fast food/drive-in last 6 months: lunch	9,812	51.2%	103
Fast food/drive-in last 6 months: dinner	8,684	45.3%	101
Fast food/drive-in last 6 months: snack	1,899	9.9%	82
Fast food/drive-in last 6 months: weekday	11,843	61.8%	106
Fast food/drive-in last 6 months: weekend	8,744	45.6%	99
Fast food/drive-in last 6 months: A & W	750	3.9%	145
Fast food/drive-in last 6 months: Arby`s	4,416	23.1%	142
Fast food/drive-in last 6 months: Baskin-Robbins	419	2.2%	65
Fast food/drive-in last 6 months: Boston Market	284	1.5%	43
Fast food/drive-in last 6 months: Burger King	6,509	34.0%	115
Fast food/drive-in last 6 months: Captain D`s	1,480	7.7%	221
Fast food/drive-in last 6 months: Carl`s Jr.	285	1.5%	26
Fast food/drive-in last 6 months: Checkers	473	2.5%	78
Fast food/drive-in last 6 months: Chick-fil-A	3,173	16.6%	87
Fast food/drive-in last 6 months: Chipotle Mex. Grill	706	3.7%	31
Fast food/drive-in last 6 months: Chuck E. Cheese`s	455	2.4%	74
Fast food/drive-in last 6 months: Church`s Fr. Chicken	497	2.6%	73
Fast food/drive-in last 6 months: Cold Stone Creamery	262	1.4%	48
Fast food/drive-in last 6 months: Dairy Queen	3,887	20.3%	136
Fast food/drive-in last 6 months: Del Taco	142	0.7%	21
Fast food/drive-in last 6 months: Domino`s Pizza	1,912	10.0%	82
Fast food/drive-in last 6 months: Dunkin` Donuts	1,311	6.8%	54
Fast food/drive-in last 6 months: Hardee`s	2,403	12.5%	223
Fast food/drive-in last 6 months: Jack in the Box	565	2.9%	35
Fast food/drive-in last 6 months: KFC	5,188	27.1%	128
Fast food/drive-in last 6 months: Krispy Kreme	948	4.9%	99
Fast food/drive-in last 6 months: Little Caesars	2,080	10.9%	91
Fast food/drive-in last 6 months: Long John Silver`s	1,504	7.9%	178
Fast food/drive-in last 6 months: McDonald`s	11,304	59.0%	110
Went to Panda Express in last 6 months	580	3.0%	37
Fast food/drive-in last 6 months: Panera Bread	1,218	6.4%	55
Fast food/drive-in last 6 months: Papa John`s	1,427	7.4%	87
Fast food/drive-in last 6 months: Papa Murphy`s	704	3.7%	76
Fast food/drive-in last 6 months: Pizza Hut	5,212	27.2%	141
Fast food/drive-in last 6 months: Popeyes Chicken	1,118	5.8%	74
Fast food/drive-in last 6 months: Quiznos	287	1.5%	61
Fast food/drive-in last 6 months: Sonic Drive-In	3,418	17.8%	160
Fast food/drive-in last 6 months: Starbucks	1,346	7.0%	44
Fast food/drive-in last 6 months: Steak `n Shake	1,130	5.9%	111
Fast food/drive-in last 6 months: Subway	5,934	31.0%	100
Fast food/drive-in last 6 months: Taco Bell	5,951	31.1%	102
Fast food/drive-in last 6 months: Wendy`s	5,565	29.1%	107
Fast food/drive-in last 6 months: Whataburger	798	4.2%	95
Fast food/drive-in last 6 months: White Castle	599	3.1%	99

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Geography: County

Went to fine dining restaurant last month	1,321	6.9%	64
Went to fine dining restaurant 3+ times last month	328	1.7%	55
Spent at fine dining rest in last 6 months: <\$51	362	1.9%	100
Spent at fine dining rest in last 6 months: \$51-\$100	431	2.2%	66
Spent at fine dining rest in last 6 months: \$101-\$200	418	2.2%	67
Spent at fine dining rest in last 6 months: \$201+	317	1.7%	49

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