



Restaurant Market Potential

Rankin County, MS (28121)

Geography: County

www.yallbusiness.com

Demographic Summary		2015	2020
Population		146,619	153,070
Population 18+		111,195	116,072
Households		55,243	57,881
Median Household Income		\$56,778	\$62,466

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	85,019	76.5%	101
Went to family restaurant/steak house 4+ times/mo	34,229	30.8%	107
Spent at family rest/steak hse last 6 months: <\$31	7,741	7.0%	97
Spent at family rest/steak hse last 6 months: \$31-50	9,457	8.5%	100
Spent at family rest/steak hse last 6 months: \$51-100	17,221	15.5%	103
Spent at family rest/steak hse last 6 months: \$101-200	14,073	12.7%	104
Spent at family rest/steak hse last 6 months: \$201-300	6,650	6.0%	101
Spent at family rest/steak hse last 6 months: \$301+	8,294	7.5%	101
Family restaurant/steak house last 6 months: breakfast	13,891	12.5%	100
Family restaurant/steak house last 6 months: lunch	22,272	20.0%	103
Family restaurant/steak house last 6 months: dinner	55,527	49.9%	104
Family restaurant/steak house last 6 months: snack	1,606	1.4%	82
Family restaurant/steak house last 6 months: weekday	37,515	33.7%	106
Family restaurant/steak house last 6 months: weekend	48,952	44.0%	104
Fam rest/steak hse/6 months: Applebee` s	27,933	25.1%	101
Fam rest/steak hse/6 months: Bob Evans Farms	4,072	3.7%	98
Fam rest/steak hse/6 months: Buffalo Wild Wings	9,025	8.1%	106
Fam rest/steak hse/6 months: California Pizza Kitchen	2,433	2.2%	67
Fam rest/steak hse/6 months: Carrabba` s Italian Grill	3,741	3.4%	110
Fam rest/steak hse/6 months: The Cheesecake Factory	6,086	5.5%	80
Fam rest/steak hse/6 months: Chili` s Grill & Bar	15,189	13.7%	112
Fam rest/steak hse/6 months: CiCi` s Pizza	5,966	5.4%	121
Fam rest/steak hse/6 months: Cracker Barrel	13,899	12.5%	129
Fam rest/steak hse/6 months: Denny` s	9,128	8.2%	87
Fam rest/steak hse/6 months: Golden Corral	11,525	10.4%	121
Fam rest/steak hse/6 months: IHOP	13,568	12.2%	105
Fam rest/steak hse/6 months: Logan` s Roadhouse	5,529	5.0%	139
Fam rest/steak hse/6 months: LongHorn Steakhouse	5,811	5.2%	122
Fam rest/steak hse/6 months: Old Country Buffet	1,752	1.6%	75
Fam rest/steak hse/6 months: Olive Garden	20,326	18.3%	104
Fam rest/steak hse/6 months: Outback Steakhouse	11,929	10.7%	108
Fam rest/steak hse/6 months: Red Lobster	15,010	13.5%	107
Fam rest/steak hse/6 months: Red Robin	6,444	5.8%	97
Fam rest/steak hse/6 months: Ruby Tuesday	8,485	7.6%	111
Fam rest/steak hse/6 months: Texas Roadhouse	10,043	9.0%	122
Fam rest/steak hse/6 months: T.G.I. Friday` s	7,798	7.0%	87
Fam rest/steak hse/6 months: Waffle House	8,146	7.3%	135
Went to fast food/drive-in restaurant in last 6 mo	98,235	88.3%	98
Went to fast food/drive-in restaurant 9+ times/mo	47,176	42.4%	105
Spent at fast food/drive-in last 6 months: <\$11	4,447	4.0%	92
Spent at fast food/drive-in last 6 months: \$11-\$20	8,319	7.5%	97
Spent at fast food/drive-in last 6 months: \$21-\$40	12,220	11.0%	91
Spent at fast food/drive-in last 6 months: \$41-\$50	7,966	7.2%	95
Spent at fast food/drive-in last 6 months: \$51-\$100	18,518	16.7%	100
Spent at fast food/drive-in last 6 months: \$101-\$200	14,357	12.9%	108
Spent at fast food/drive-in last 6 months: \$201+	14,836	13.3%	109

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	41,838	37.6%	103
Fast food/drive-in last 6 months: home delivery	8,372	7.5%	96
Fast food/drive-in last 6 months: take-out/drive-thru	56,072	50.4%	107
Fast food/drive-in last 6 months: take-out/walk-in	21,052	18.9%	97
Fast food/drive-in last 6 months: breakfast	38,232	34.4%	104
Fast food/drive-in last 6 months: lunch	58,934	53.0%	105
Fast food/drive-in last 6 months: dinner	51,204	46.0%	104
Fast food/drive-in last 6 months: snack	13,208	11.9%	95
Fast food/drive-in last 6 months: weekday	68,096	61.2%	103
Fast food/drive-in last 6 months: weekend	52,274	47.0%	103
Fast food/drive-in last 6 months: A & W	3,490	3.1%	96
Fast food/drive-in last 6 months: Arby`s	21,818	19.6%	117
Fast food/drive-in last 6 months: Baskin-Robbins	3,390	3.0%	87
Fast food/drive-in last 6 months: Boston Market	2,960	2.7%	78
Fast food/drive-in last 6 months: Burger King	35,445	31.9%	101
Fast food/drive-in last 6 months: Captain D`s	5,506	5.0%	144
Fast food/drive-in last 6 months: Carl`s Jr.	4,915	4.4%	76
Fast food/drive-in last 6 months: Checkers	3,479	3.1%	107
Fast food/drive-in last 6 months: Chick-fil-A	22,999	20.7%	125
Fast food/drive-in last 6 months: Chipotle Mex. Grill	9,435	8.5%	91
Fast food/drive-in last 6 months: Chuck E. Cheese`s	3,574	3.2%	90
Fast food/drive-in last 6 months: Church`s Fr. Chicken	4,913	4.4%	123
Fast food/drive-in last 6 months: Cold Stone Creamery	3,387	3.0%	90
Fast food/drive-in last 6 months: Dairy Queen	17,026	15.3%	110
Fast food/drive-in last 6 months: Del Taco	2,900	2.6%	74
Fast food/drive-in last 6 months: Domino`s Pizza	12,423	11.2%	95
Fast food/drive-in last 6 months: Dunkin` Donuts	9,874	8.9%	79
Fast food/drive-in last 6 months: Hardee`s	8,186	7.4%	122
Fast food/drive-in last 6 months: Jack in the Box	8,716	7.8%	91
Fast food/drive-in last 6 months: KFC	26,069	23.4%	101
Fast food/drive-in last 6 months: Krispy Kreme	5,719	5.1%	122
Fast food/drive-in last 6 months: Little Caesars	13,808	12.4%	113
Fast food/drive-in last 6 months: Long John Silver`s	6,837	6.1%	110
Fast food/drive-in last 6 months: McDonald`s	62,502	56.2%	101
Fast food/drive-in last 6 months: Panera Bread	11,339	10.2%	97
Fast food/drive-in last 6 months: Papa John`s	11,458	10.3%	110
Fast food/drive-in last 6 months: Papa Murphy`s	4,896	4.4%	105
Fast food/drive-in last 6 months: Pizza Hut	23,463	21.1%	105
Fast food/drive-in last 6 months: Popeyes Chicken	8,861	8.0%	103
Fast food/drive-in last 6 months: Quiznos	4,385	3.9%	95
Fast food/drive-in last 6 months: Sonic Drive-In	15,034	13.5%	131
Fast food/drive-in last 6 months: Starbucks	15,072	13.6%	93
Fast food/drive-in last 6 months: Steak `n Shake	5,764	5.2%	108
Fast food/drive-in last 6 months: Subway	38,062	34.2%	102
Fast food/drive-in last 6 months: Taco Bell	37,401	33.6%	106
Fast food/drive-in last 6 months: Wendy`s	33,737	30.3%	106
Fast food/drive-in last 6 months: Whataburger	5,571	5.0%	132
Fast food/drive-in last 6 months: White Castle	3,226	2.9%	87

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Went to fine dining restaurant last month	11,540	10.4%	89
Went to fine dining restaurant 3+ times last month	2,833	2.5%	78
Spent at fine dining rest in last 6 months: <\$51	2,166	1.9%	98
Spent at fine dining rest in last 6 months: \$51-\$100	3,667	3.3%	88
Spent at fine dining rest in last 6 months: \$101-\$200	3,369	3.0%	83
Spent at fine dining rest in last 6 months: \$201+	3,555	3.2%	76

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