



# Restaurant Market Potential

306 E Carolina Ave, Clinton, South Carolina, 29325  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 34.47254  
 Longitude: -81.87842

Demographic Summary	2017	2022
Population	6,270	6,270
Population 18+	5,002	5,014
Households	1,991	1,983
Median Household Income	\$35,435	\$39,050

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	3,637	72.7%	97
Went to family restaurant/steak house 4+ times/mo	1,302	26.0%	95
Spent at family rest/steak hse last 6 months: <\$31	475	9.5%	124
Spent at family rest/steak hse last 6 months: \$31-50	464	9.3%	107
Spent at family rest/steak hse last 6 months: \$51-100	760	15.2%	103
Spent at family rest/steak hse last 6 months: \$101-200	497	9.9%	89
Spent at family rest/steak hse last 6 months: \$201-300	186	3.7%	79
Spent at family rest/steak hse last 6 months: \$301+	233	4.7%	76
Family restaurant/steak house last 6 months: breakfast	592	11.8%	93
Family restaurant/steak house last 6 months: lunch	1,017	20.3%	107
Family restaurant/steak house last 6 months: dinner	2,185	43.7%	94
Family restaurant/steak house last 6 months: snack	116	2.3%	121
Family restaurant/steak house last 6 months: weekday	1,546	30.9%	100
Family restaurant/steak house last 6 months: weekend	1,850	37.0%	89
Fam rest/steak hse/6 months: Applebee`s	1,179	23.6%	104
Fam rest/steak hse/6 months: Bob Evans Farms	319	6.4%	172
Fam rest/steak hse/6 months: Buffalo Wild Wings	382	7.6%	80
Fam rest/steak hse/6 months: California Pizza Kitchen	72	1.4%	45
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	123	2.5%	74
Fam rest/steak hse/6 months: The Cheesecake Factory	116	2.3%	37
Fam rest/steak hse/6 months: Chili`s Grill & Bar	440	8.8%	80
Fam rest/steak hse/6 months: CiCi`s Pizza	207	4.1%	105
Fam rest/steak hse/6 months: Cracker Barrel	676	13.5%	130
Fam rest/steak hse/6 months: Denny`s	354	7.1%	80
Fam rest/steak hse/6 months: Golden Corral	487	9.7%	129
Fam rest/steak hse/6 months: IHOP	373	7.5%	71
Fam rest/steak hse/6 months: Logan`s Roadhouse	269	5.4%	144
Fam rest/steak hse/6 months: LongHorn Steakhouse	227	4.5%	93
Fam rest/steak hse/6 months: Olive Garden	725	14.5%	85
Fam rest/steak hse/6 months: Outback Steakhouse	400	8.0%	88
Fam rest/steak hse/6 months: Red Lobster	623	12.5%	108
Fam rest/steak hse/6 months: Red Robin	212	4.2%	65
Fam rest/steak hse/6 months: Ruby Tuesday	329	6.6%	114
Fam rest/steak hse/6 months: Texas Roadhouse	354	7.1%	88
Fam rest/steak hse/6 months: T.G.I. Friday`s	198	4.0%	57
Fam rest/steak hse/6 months: Waffle House	332	6.6%	121
Went to fast food/drive-in restaurant in last 6 mo	4,556	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	1,964	39.3%	100
Spent at fast food/drive-in last 6 months: <\$11	271	5.4%	120
Spent at fast food/drive-in last 6 months: \$11-\$20	469	9.4%	112
Spent at fast food/drive-in last 6 months: \$21-\$40	678	13.6%	108
Spent at fast food/drive-in last 6 months: \$41-\$50	340	6.8%	87
Spent at fast food/drive-in last 6 months: \$51-\$100	913	18.3%	110
Spent at fast food/drive-in last 6 months: \$101-\$200	601	12.0%	109
Spent at fast food/drive-in last 6 months: \$201+	429	8.6%	87

**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	1,815	36.3%	99
Fast food/drive-in last 6 months: home delivery	396	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	2,468	49.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	926	18.5%	92
Fast food/drive-in last 6 months: breakfast	1,740	34.8%	106
Fast food/drive-in last 6 months: lunch	2,523	50.4%	102
Fast food/drive-in last 6 months: dinner	2,324	46.5%	103
Fast food/drive-in last 6 months: snack	570	11.4%	94
Fast food/drive-in last 6 months: weekday	3,031	60.6%	104
Fast food/drive-in last 6 months: weekend	2,362	47.2%	103
Fast food/drive-in last 6 months: A & W	219	4.4%	162
Fast food/drive-in last 6 months: Arby`s	1,172	23.4%	144
Fast food/drive-in last 6 months: Baskin-Robbins	114	2.3%	68
Fast food/drive-in last 6 months: Boston Market	132	2.6%	76
Fast food/drive-in last 6 months: Burger King	1,722	34.4%	116
Fast food/drive-in last 6 months: Captain D`s	295	5.9%	169
Fast food/drive-in last 6 months: Carl`s Jr.	128	2.6%	45
Fast food/drive-in last 6 months: Checkers	174	3.5%	110
Fast food/drive-in last 6 months: Chick-fil-A	696	13.9%	73
Fast food/drive-in last 6 months: Chipotle Mex. Grill	261	5.2%	44
Fast food/drive-in last 6 months: Chuck E. Cheese`s	136	2.7%	84
Fast food/drive-in last 6 months: Church`s Fr. Chicken	154	3.1%	86
Fast food/drive-in last 6 months: Cold Stone Creamery	87	1.7%	61
Fast food/drive-in last 6 months: Dairy Queen	968	19.4%	130
Fast food/drive-in last 6 months: Del Taco	67	1.3%	38
Fast food/drive-in last 6 months: Domino`s Pizza	516	10.3%	85
Fast food/drive-in last 6 months: Dunkin` Donuts	427	8.5%	68
Fast food/drive-in last 6 months: Hardee`s	494	9.9%	176
Fast food/drive-in last 6 months: Jack in the Box	169	3.4%	40
Fast food/drive-in last 6 months: KFC	1,417	28.3%	134
Fast food/drive-in last 6 months: Krispy Kreme	218	4.4%	88
Fast food/drive-in last 6 months: Little Caesars	650	13.0%	109
Fast food/drive-in last 6 months: Long John Silver`s	393	7.9%	178
Fast food/drive-in last 6 months: McDonald`s	2,882	57.6%	107
Went to Panda Express in last 6 months	162	3.2%	40
Fast food/drive-in last 6 months: Panera Bread	374	7.5%	65
Fast food/drive-in last 6 months: Papa John`s	386	7.7%	90
Fast food/drive-in last 6 months: Papa Murphy`s	221	4.4%	92
Fast food/drive-in last 6 months: Pizza Hut	1,301	26.0%	135
Fast food/drive-in last 6 months: Popeyes Chicken	305	6.1%	77
Fast food/drive-in last 6 months: Quiznos	79	1.6%	65
Fast food/drive-in last 6 months: Sonic Drive-In	710	14.2%	127
Fast food/drive-in last 6 months: Starbucks	363	7.3%	45
Fast food/drive-in last 6 months: Steak `n Shake	293	5.9%	110
Fast food/drive-in last 6 months: Subway	1,529	30.6%	99
Fast food/drive-in last 6 months: Taco Bell	1,540	30.8%	102
Fast food/drive-in last 6 months: Wendy`s	1,522	30.4%	113
Fast food/drive-in last 6 months: Whataburger	143	2.9%	65
Fast food/drive-in last 6 months: White Castle	150	3.0%	95

**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.

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Went to fine dining restaurant last month	406	8.1%	76
Went to fine dining restaurant 3+ times last month	121	2.4%	78
Spent at fine dining rest in last 6 months: <\$51	101	2.0%	107
Spent at fine dining rest in last 6 months: \$51-\$100	167	3.3%	99
Spent at fine dining rest in last 6 months: \$101-\$200	141	2.8%	87
Spent at fine dining rest in last 6 months: \$201+	109	2.2%	65

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September 12, 2017



# Restaurant Market Potential

306 E Carolina Ave, Clinton, South Carolina, 29325  
 Ring: 3 mile radius

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 Latitude: 34.47254  
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Demographic Summary	2017	2022
Population	11,752	11,742
Population 18+	9,400	9,414
Households	4,084	4,071
Median Household Income	\$37,509	\$42,229

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	6,787	72.2%	97
Went to family restaurant/steak house 4+ times/mo	2,405	25.6%	93
Spent at family rest/steak hse last 6 months: <\$31	890	9.5%	124
Spent at family rest/steak hse last 6 months: \$31-50	862	9.2%	106
Spent at family rest/steak hse last 6 months: \$51-100	1,399	14.9%	100
Spent at family rest/steak hse last 6 months: \$101-200	936	10.0%	89
Spent at family rest/steak hse last 6 months: \$201-300	341	3.6%	77
Spent at family rest/steak hse last 6 months: \$301+	418	4.4%	73
Family restaurant/steak house last 6 months: breakfast	1,063	11.3%	89
Family restaurant/steak house last 6 months: lunch	1,875	19.9%	105
Family restaurant/steak house last 6 months: dinner	4,101	43.6%	94
Family restaurant/steak house last 6 months: snack	212	2.3%	118
Family restaurant/steak house last 6 months: weekday	2,836	30.2%	98
Family restaurant/steak house last 6 months: weekend	3,444	36.6%	88
Fam rest/steak hse/6 months: Applebee`s	2,219	23.6%	104
Fam rest/steak hse/6 months: Bob Evans Farms	564	6.0%	162
Fam rest/steak hse/6 months: Buffalo Wild Wings	682	7.3%	76
Fam rest/steak hse/6 months: California Pizza Kitchen	132	1.4%	44
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	238	2.5%	77
Fam rest/steak hse/6 months: The Cheesecake Factory	210	2.2%	36
Fam rest/steak hse/6 months: Chili`s Grill & Bar	819	8.7%	79
Fam rest/steak hse/6 months: CiCi`s Pizza	392	4.2%	106
Fam rest/steak hse/6 months: Cracker Barrel	1,247	13.3%	127
Fam rest/steak hse/6 months: Denny`s	621	6.6%	75
Fam rest/steak hse/6 months: Golden Corral	908	9.7%	128
Fam rest/steak hse/6 months: IHOP	679	7.2%	69
Fam rest/steak hse/6 months: Logan`s Roadhouse	523	5.6%	149
Fam rest/steak hse/6 months: LongHorn Steakhouse	453	4.8%	98
Fam rest/steak hse/6 months: Olive Garden	1,334	14.2%	84
Fam rest/steak hse/6 months: Outback Steakhouse	755	8.0%	88
Fam rest/steak hse/6 months: Red Lobster	1,140	12.1%	106
Fam rest/steak hse/6 months: Red Robin	379	4.0%	62
Fam rest/steak hse/6 months: Ruby Tuesday	634	6.7%	116
Fam rest/steak hse/6 months: Texas Roadhouse	607	6.5%	80
Fam rest/steak hse/6 months: T.G.I. Friday`s	371	3.9%	57
Fam rest/steak hse/6 months: Waffle House	654	7.0%	127
Went to fast food/drive-in restaurant in last 6 mo	8,543	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	3,726	39.6%	101
Spent at fast food/drive-in last 6 months: <\$11	528	5.6%	124
Spent at fast food/drive-in last 6 months: \$11-\$20	875	9.3%	112
Spent at fast food/drive-in last 6 months: \$21-\$40	1,273	13.5%	108
Spent at fast food/drive-in last 6 months: \$41-\$50	621	6.6%	85
Spent at fast food/drive-in last 6 months: \$51-\$100	1,711	18.2%	109
Spent at fast food/drive-in last 6 months: \$101-\$200	1,083	11.5%	105
Spent at fast food/drive-in last 6 months: \$201+	817	8.7%	88

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	3,371	35.9%	98
Fast food/drive-in last 6 months: home delivery	672	7.1%	93
Fast food/drive-in last 6 months: take-out/drive-thru	4,658	49.6%	108
Fast food/drive-in last 6 months: take-out/walk-in	1,738	18.5%	92
Fast food/drive-in last 6 months: breakfast	3,250	34.6%	106
Fast food/drive-in last 6 months: lunch	4,703	50.0%	101
Fast food/drive-in last 6 months: dinner	4,295	45.7%	101
Fast food/drive-in last 6 months: snack	1,056	11.2%	93
Fast food/drive-in last 6 months: weekday	5,642	60.0%	103
Fast food/drive-in last 6 months: weekend	4,373	46.5%	101
Fast food/drive-in last 6 months: A & W	397	4.2%	156
Fast food/drive-in last 6 months: Arby`s	2,132	22.7%	139
Fast food/drive-in last 6 months: Baskin-Robbins	223	2.4%	70
Fast food/drive-in last 6 months: Boston Market	236	2.5%	72
Fast food/drive-in last 6 months: Burger King	3,264	34.7%	117
Fast food/drive-in last 6 months: Captain D`s	636	6.8%	193
Fast food/drive-in last 6 months: Carl`s Jr.	228	2.4%	43
Fast food/drive-in last 6 months: Checkers	320	3.4%	108
Fast food/drive-in last 6 months: Chick-fil-A	1,297	13.8%	73
Fast food/drive-in last 6 months: Chipotle Mex. Grill	471	5.0%	42
Fast food/drive-in last 6 months: Chuck E. Cheese`s	251	2.7%	83
Fast food/drive-in last 6 months: Church`s Fr. Chicken	313	3.3%	93
Fast food/drive-in last 6 months: Cold Stone Creamery	153	1.6%	57
Fast food/drive-in last 6 months: Dairy Queen	1,759	18.7%	125
Fast food/drive-in last 6 months: Del Taco	117	1.2%	35
Fast food/drive-in last 6 months: Domino`s Pizza	945	10.1%	83
Fast food/drive-in last 6 months: Dunkin` Donuts	761	8.1%	64
Fast food/drive-in last 6 months: Hardee`s	977	10.4%	185
Fast food/drive-in last 6 months: Jack in the Box	311	3.3%	40
Fast food/drive-in last 6 months: KFC	2,678	28.5%	135
Fast food/drive-in last 6 months: Krispy Kreme	438	4.7%	94
Fast food/drive-in last 6 months: Little Caesars	1,210	12.9%	108
Fast food/drive-in last 6 months: Long John Silver`s	733	7.8%	176
Fast food/drive-in last 6 months: McDonald`s	5,347	56.9%	106
Went to Panda Express in last 6 months	304	3.2%	40
Fast food/drive-in last 6 months: Panera Bread	690	7.3%	64
Fast food/drive-in last 6 months: Papa John`s	751	8.0%	93
Fast food/drive-in last 6 months: Papa Murphy`s	406	4.3%	90
Fast food/drive-in last 6 months: Pizza Hut	2,455	26.1%	135
Fast food/drive-in last 6 months: Popeyes Chicken	633	6.7%	85
Fast food/drive-in last 6 months: Quiznos	144	1.5%	63
Fast food/drive-in last 6 months: Sonic Drive-In	1,394	14.8%	133
Fast food/drive-in last 6 months: Starbucks	663	7.1%	44
Fast food/drive-in last 6 months: Steak `n Shake	518	5.5%	104
Fast food/drive-in last 6 months: Subway	2,862	30.4%	98
Fast food/drive-in last 6 months: Taco Bell	2,910	31.0%	102
Fast food/drive-in last 6 months: Wendy`s	2,841	30.2%	112
Fast food/drive-in last 6 months: Whataburger	289	3.1%	70
Fast food/drive-in last 6 months: White Castle	312	3.3%	105

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Ring: 3 mile radius

Prepared by Esri  
Latitude: 34.47254  
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Went to fine dining restaurant last month	744	7.9%	74
Went to fine dining restaurant 3+ times last month	216	2.3%	74
Spent at fine dining rest in last 6 months: <\$51	189	2.0%	106
Spent at fine dining rest in last 6 months: \$51-\$100	310	3.3%	97
Spent at fine dining rest in last 6 months: \$101-\$200	265	2.8%	87
Spent at fine dining rest in last 6 months: \$201+	203	2.2%	64

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September 12, 2017



# Restaurant Market Potential

306 E Carolina Ave, Clinton, South Carolina, 29325  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 34.47254  
 Longitude: -81.87842

Demographic Summary	2017	2022
Population	14,432	14,430
Population 18+	11,507	11,529
Households	5,011	5,000
Median Household Income	\$38,474	\$43,651

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	8,246	71.7%	96
Went to family restaurant/steak house 4+ times/mo	2,897	25.2%	92
Spent at family rest/steak hse last 6 months: <\$31	1,107	9.6%	126
Spent at family rest/steak hse last 6 months: \$31-50	1,063	9.2%	107
Spent at family rest/steak hse last 6 months: \$51-100	1,666	14.5%	98
Spent at family rest/steak hse last 6 months: \$101-200	1,123	9.8%	87
Spent at family rest/steak hse last 6 months: \$201-300	414	3.6%	76
Spent at family rest/steak hse last 6 months: \$301+	493	4.3%	70
Family restaurant/steak house last 6 months: breakfast	1,237	10.7%	85
Family restaurant/steak house last 6 months: lunch	2,233	19.4%	102
Family restaurant/steak house last 6 months: dinner	4,987	43.3%	94
Family restaurant/steak house last 6 months: snack	242	2.1%	110
Family restaurant/steak house last 6 months: weekday	3,372	29.3%	95
Family restaurant/steak house last 6 months: weekend	4,173	36.3%	88
Fam rest/steak hse/6 months: Applebee`s	2,685	23.3%	103
Fam rest/steak hse/6 months: Bob Evans Farms	640	5.6%	150
Fam rest/steak hse/6 months: Buffalo Wild Wings	817	7.1%	74
Fam rest/steak hse/6 months: California Pizza Kitchen	150	1.3%	41
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	292	2.5%	77
Fam rest/steak hse/6 months: The Cheesecake Factory	252	2.2%	35
Fam rest/steak hse/6 months: Chili`s Grill & Bar	996	8.7%	78
Fam rest/steak hse/6 months: CiCi`s Pizza	483	4.2%	107
Fam rest/steak hse/6 months: Cracker Barrel	1,517	13.2%	127
Fam rest/steak hse/6 months: Denny`s	724	6.3%	71
Fam rest/steak hse/6 months: Golden Corral	1,128	9.8%	130
Fam rest/steak hse/6 months: IHOP	827	7.2%	68
Fam rest/steak hse/6 months: Logan`s Roadhouse	668	5.8%	156
Fam rest/steak hse/6 months: LongHorn Steakhouse	572	5.0%	102
Fam rest/steak hse/6 months: Olive Garden	1,575	13.7%	81
Fam rest/steak hse/6 months: Outback Steakhouse	890	7.7%	85
Fam rest/steak hse/6 months: Red Lobster	1,372	11.9%	104
Fam rest/steak hse/6 months: Red Robin	445	3.9%	60
Fam rest/steak hse/6 months: Ruby Tuesday	783	6.8%	117
Fam rest/steak hse/6 months: Texas Roadhouse	711	6.2%	77
Fam rest/steak hse/6 months: T.G.I. Friday`s	446	3.9%	56
Fam rest/steak hse/6 months: Waffle House	858	7.5%	136
Went to fast food/drive-in restaurant in last 6 mo	10,449	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,644	40.4%	103
Spent at fast food/drive-in last 6 months: <\$11	669	5.8%	128
Spent at fast food/drive-in last 6 months: \$11-\$20	1,073	9.3%	112
Spent at fast food/drive-in last 6 months: \$21-\$40	1,545	13.4%	107
Spent at fast food/drive-in last 6 months: \$41-\$50	738	6.4%	82
Spent at fast food/drive-in last 6 months: \$51-\$100	2,082	18.1%	109
Spent at fast food/drive-in last 6 months: \$101-\$200	1,304	11.3%	103
Spent at fast food/drive-in last 6 months: \$201+	1,012	8.8%	89

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	4,125	35.8%	98
Fast food/drive-in last 6 months: home delivery	762	6.6%	86
Fast food/drive-in last 6 months: take-out/drive-thru	5,727	49.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	2,110	18.3%	91
Fast food/drive-in last 6 months: breakfast	3,973	34.5%	105
Fast food/drive-in last 6 months: lunch	5,707	49.6%	100
Fast food/drive-in last 6 months: dinner	5,187	45.1%	100
Fast food/drive-in last 6 months: snack	1,262	11.0%	91
Fast food/drive-in last 6 months: weekday	6,850	59.5%	102
Fast food/drive-in last 6 months: weekend	5,286	45.9%	100
Fast food/drive-in last 6 months: A & W	467	4.1%	150
Fast food/drive-in last 6 months: Arby`s	2,562	22.3%	137
Fast food/drive-in last 6 months: Baskin-Robbins	281	2.4%	72
Fast food/drive-in last 6 months: Boston Market	265	2.3%	66
Fast food/drive-in last 6 months: Burger King	4,028	35.0%	118
Fast food/drive-in last 6 months: Captain D`s	874	7.6%	217
Fast food/drive-in last 6 months: Carl`s Jr.	266	2.3%	41
Fast food/drive-in last 6 months: Checkers	373	3.2%	103
Fast food/drive-in last 6 months: Chick-fil-A	1,570	13.6%	72
Fast food/drive-in last 6 months: Chipotle Mex. Grill	537	4.7%	39
Fast food/drive-in last 6 months: Chuck E. Cheese`s	306	2.7%	82
Fast food/drive-in last 6 months: Church`s Fr. Chicken	407	3.5%	99
Fast food/drive-in last 6 months: Cold Stone Creamery	177	1.5%	54
Fast food/drive-in last 6 months: Dairy Queen	2,130	18.5%	124
Fast food/drive-in last 6 months: Del Taco	131	1.1%	32
Fast food/drive-in last 6 months: Domino`s Pizza	1,129	9.8%	81
Fast food/drive-in last 6 months: Dunkin` Donuts	863	7.5%	60
Fast food/drive-in last 6 months: Hardee`s	1,275	11.1%	197
Fast food/drive-in last 6 months: Jack in the Box	386	3.4%	40
Fast food/drive-in last 6 months: KFC	3,300	28.7%	136
Fast food/drive-in last 6 months: Krispy Kreme	567	4.9%	99
Fast food/drive-in last 6 months: Little Caesars	1,461	12.7%	107
Fast food/drive-in last 6 months: Long John Silver`s	905	7.9%	178
Fast food/drive-in last 6 months: McDonald`s	6,526	56.7%	106
Went to Panda Express in last 6 months	371	3.2%	40
Fast food/drive-in last 6 months: Panera Bread	801	7.0%	60
Fast food/drive-in last 6 months: Papa John`s	934	8.1%	94
Fast food/drive-in last 6 months: Papa Murphy`s	480	4.2%	87
Fast food/drive-in last 6 months: Pizza Hut	3,053	26.5%	137
Fast food/drive-in last 6 months: Popeyes Chicken	825	7.2%	91
Fast food/drive-in last 6 months: Quiznos	174	1.5%	62
Fast food/drive-in last 6 months: Sonic Drive-In	1,798	15.6%	140
Fast food/drive-in last 6 months: Starbucks	772	6.7%	42
Fast food/drive-in last 6 months: Steak `n Shake	603	5.2%	99
Fast food/drive-in last 6 months: Subway	3,511	30.5%	99
Fast food/drive-in last 6 months: Taco Bell	3,613	31.4%	104
Fast food/drive-in last 6 months: Wendy`s	3,460	30.1%	111
Fast food/drive-in last 6 months: Whataburger	386	3.4%	76
Fast food/drive-in last 6 months: White Castle	416	3.6%	114

**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.





## Restaurant Market Potential

306 E Carolina Ave, Clinton, South Carolina, 29325  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 34.47254  
Longitude: -81.87842

Went to fine dining restaurant last month	847	7.4%	69
Went to fine dining restaurant 3+ times last month	248	2.2%	70
Spent at fine dining rest in last 6 months: <\$51	228	2.0%	105
Spent at fine dining rest in last 6 months: \$51-\$100	357	3.1%	92
Spent at fine dining rest in last 6 months: \$101-\$200	309	2.7%	83
Spent at fine dining rest in last 6 months: \$201+	237	2.1%	61

**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.

September 12, 2017