

Retail Market Potential

6458 Highway 3, Benton, LA
 6458 Highway 3, Benton, Louisiana, 71006
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 32.68734
 Longitude: -93.74431

Demographic Summary		2025	2030
Population		2,634	2,754
Population 18+		2,000	2,139
Households		970	1,007
Median Household Income		\$76,636	\$81,977

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	1,271	63.5%	100
Bought Women`s Clothing/12 Mo	1,080	54.0%	103
Bought Shoes/12 Mo	1,537	76.8%	101
Bought Fine Jewelry/12 Mo	421	21.1%	96
Bought Watch/12 Mo	239	11.9%	93
Automobiles (Households)			
HH Owns or Leases Any Vehicle	900	92.8%	104
HH Bought or Leased New Vehicle/12 Mo	74	7.6%	90
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	1,856	92.8%	104
Bought or Changed Motor Oil/12 Mo	1,185	59.3%	110
Had Vehicle Tune-Up/12 Mo	468	23.4%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	787	39.4%	103
Drank Beer or Ale/6 Mo	688	34.4%	92
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	169	8.4%	99
Own Digital SLR Camera or Camcorder	186	9.3%	96
Printed Digital Photos/12 Mo	516	25.8%	103
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	721	36.0%	104
Have a Smartphone	1,902	95.1%	101
Have Android Phone (Any Brand) Smartphone	878	43.9%	117
Have Apple iPhone Smartphone	1,063	53.1%	91
HH Owns 1 Cell Phone	267	27.5%	92
HH Owns 2 Cell Phones	396	40.8%	105
HH Owns 3+ Cell Phones	285	29.4%	102
HH Has Cell Phone Only (No Landline Telephone)	771	79.5%	105
Computers (Households)			
HH Owns Computer	781	80.5%	97
HH Owns Desktop Computer	353	36.4%	98
HH Owns Laptop or Notebook	655	67.5%	98
HH Owns Apple/Mac Brand Computer	188	19.4%	78
HH Owns PC/Non-Apple Brand Computer	683	70.4%	102
HH Purchased Most Recent Home Computer at Store	346	35.7%	102
HH Purchased Most Recent Home Computer Online	244	25.1%	93
HH Spent \$1-499 on Most Recent Home Computer	154	15.9%	123
HH Spent \$500-999 on Most Recent Home Computer	172	17.7%	100
HH Spent \$1K-1499 on Most Recent Home Computer	92	9.5%	85
HH Spent \$1500-1999 on Most Recent Home Computer	27	2.8%	68
HH Spent \$2K+ on Most Recent Home Computer	51	5.3%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

October 02, 2025

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	1,435	71.8%	109
Bought Brewed Coffee at C-Store/30 Days	275	13.8%	110
Bought Cigarettes at C-Store/30 Days	152	7.6%	133
Bought Gas at C-Store/30 Days	959	48.0%	117
Spent \$1-19 at C-Store/30 Days	131	6.5%	104
Spent \$20-39 at C-Store/30 Days	158	7.9%	98
Spent \$40-50 at C-Store/30 Days	138	6.9%	109
Spent \$51-99 at C-Store/30 Days	122	6.1%	114
Spent \$100+ at C-Store/30 Days	587	29.4%	119
Entertainment (Adults)			
Attended Movie/6 Mo	1,024	51.2%	96
Went to Live Theater/12 Mo	205	10.3%	88
Went to Bar or Night Club/12 Mo	369	18.4%	95
Dined Out/12 Mo	1,146	57.3%	102
Gambled at Casino/12 Mo	228	11.4%	89
Visited Theme Park/12 Mo	320	16.0%	85
Viewed Movie (Video-on-Demand)/30 Days	137	6.8%	83
Viewed TV Show (Video-on-Demand)/30 Days	87	4.3%	79
Used Internet to Download Movie/30 Days	130	6.5%	96
Downloaded Individual Song/6 Mo	384	19.2%	106
Used Internet to Watch Movie/30 Days	641	32.0%	91
Used Internet to Watch TV Program/30 Days	442	22.1%	97
Played (Console) Video or Electronic Game/12 Mo	258	12.9%	101
Played (Portable) Video or Electronic Game/12 Mo	151	7.5%	104
Financial (Adults)			
Have 1st Home Mortgage	784	39.2%	111
Used ATM or Cash Machine/12 Mo	1,189	59.5%	98
Own Any Stock	235	11.8%	86
Own U.S. Savings Bonds	141	7.0%	94
Own Shares in Mutual Fund (Stocks)	210	10.5%	87
Own Shares in Mutual Fund (Bonds)	140	7.0%	91
Have Interest Checking Account	731	36.5%	97
Have Non-Interest Checking Account	798	39.9%	110
Have Savings Account	1,424	71.2%	99
Have 401(k) Retirement Savings Plan	512	25.6%	106
Own or Used Any Credit/Debit Card/12 Mo	1,849	92.5%	100
Avg \$1-110 Monthly Credit Card Expenditures	413	20.6%	106
Avg \$111-225 Monthly Credit Card Expenditures	232	11.6%	95
Avg \$226-450 Monthly Credit Card Expenditures	175	8.8%	104
Avg \$451-700 Monthly Credit Card Expenditures	176	8.8%	101
Avg \$701-1000 Monthly Credit Card Expenditures	145	7.3%	93
Avg \$1001-2000 Monthly Credit Card Expenditures	200	10.0%	87
Avg \$2001+ Monthly Credit Card Expenditures	208	10.4%	77
Did Banking Online/12 Mo	1,112	55.6%	100
Did Banking by Mobile Device/12 Mo	1,002	50.1%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	924	95.3%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	734	75.7%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	191	19.7%	98
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	540	55.7%	97
HH Used Fresh Fruit or Vegetables/6 Mo	873	90.0%	99
HH Used Fresh Milk/6 Mo	819	84.4%	103
HH Used Organic Food/6 Mo	192	19.8%	80
Health (Adults)			
Exercise at Home 2+ Times/Wk	885	44.3%	96
Exercise at Club 2+ Times/Wk	244	12.2%	92
Visited Doctor/12 Mo	1,607	80.3%	101
Used Vitamins or Dietary Supplements/6 Mo	1,266	63.3%	97
Home (Households)			
HH Did Home Improvement/12 Mo	347	35.8%	105
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	322	33.2%	97
HH Purchased Low Ticket HH Furnishing/12 Mo	225	23.2%	111
HH Purchased Big Ticket HH Furnishing/12 Mo	245	25.3%	106
HH Bought Small Kitchen Appliance/12 Mo	222	22.9%	100
HH Purchased Large Appliance/12 Mo	190	19.6%	109
Insurance (Adults/Households)			
Currently Carry Life Insurance	1,103	55.1%	109
Personally Carry Any Med/Hosp/Accident Insur	1,759	88.0%	104
Homeowner Carries Home/Personal Property Insurance	1,277	63.9%	109
Renter Carries Home/Pers Property Insurance	251	12.6%	94
HH Has 1 Vehicle Covered w/Auto Insurance	308	31.8%	98
HH Has 2 Vehicles Covered w/Auto Insurance	312	32.2%	105
HH Has 3+ Vehicles Covered w/Auto Insurance	256	26.4%	104
Pets (Households)			
HH Owns Any Pet	578	59.6%	116
HH Owns Cat	286	29.5%	123
HH Owns Dog	447	46.1%	121
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	266	13.3%	83
Buying American Is Important: 4-Agr Cmpl	625	31.3%	114
Buy Based on Quality Not Price: 4-Agr Cmpl	249	12.4%	88
Buy on Credit Rather Than Wait: 4-Agr Cmpl	213	10.7%	87
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	191	9.6%	96
Will Pay More for Env Safe Prods: 4-Agr Cmpl	199	9.9%	91
Buy Based on Price Not Brands: 4-Agr Cmpl	597	29.9%	109
Reading (Adults)			
Bought Digital Book/12 Mo	330	16.5%	93
Bought Hardcover Book/12 Mo	500	25.0%	97
Bought Paperback Book/12 Mo	658	32.9%	97
Read Daily Newspaper (Paper Version)	118	5.9%	84
Read Digital Newspaper/30 Days	987	49.4%	91
Read Magazine (Paper/Electronic Vers)/6 Mo	1,711	85.5%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	1,485	74.3%	102
Went to Family Restrnt/SteakHse 4+ Times/30 Days	504	25.2%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	1,837	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	857	42.9%	108
Ordered Eat-In Fast Food/6 Mo	666	33.3%	100
Ordered Home Delivery Fast Food/6 Mo	230	11.5%	94
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,100	55.0%	113
Ordered Take-Out/Walk-In Fast Food/6 Mo	432	21.6%	94
Television & Electronics (Adults/Households)			
Own Tablet	1,071	53.5%	95
Own E-Reader	314	15.7%	96
Own E-Reader/Tablet: Apple iPad	620	31.0%	85
HH Owns Smart TV	410	42.3%	102
Own Portable MP3 Player	167	8.3%	109
HH Owns 1 TV	175	18.0%	91
HH Owns 2 TVs	259	26.7%	96
HH Owns 3 TVs	222	22.9%	104
HH Owns 4+ TVs	243	25.1%	114
HH Subscribes to Cable TV	227	23.4%	83
HH Subscribes to Fiber Optic TV	20	2.1%	64
HH Owns Portable GPS Device	175	18.0%	109
HH Purchased Video Game System/12 Mo	60	6.2%	88
HH Owns Internet Video Device for TV	537	55.4%	105
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	1,213	60.6%	98
Took 3+ Domestic Non-Business Trips/12 Mo	379	18.9%	104
Spent \$1-999 on Domestic Vacations/12 Mo	234	11.7%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	123	6.2%	89
Spent \$1500-1999 on Domestic Vacations/12 Mo	93	4.7%	97
Spent \$2K-2999 on Domestic Vacations/12 Mo	115	5.8%	102
Spent \$3K+ on Domestic Vacations/12 Mo	235	11.8%	99
Used Intrnt Travel Site for Domestic Trip/12 Mo	97	4.8%	76
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	466	23.3%	76
Took 3+ Foreign Trips by Plane/3 Yrs	74	3.7%	67
Spent \$1-999 on Foreign Vacations/12 Mo	67	3.4%	79
Spent \$1K-2999 on Foreign Vacations/12 Mo	67	3.4%	78
Spent \$3K+ on Foreign Vacations/12 Mo	141	7.0%	73
Used General Travel Site: Foreign Trip/3 Yrs	65	3.3%	61
Spent Night at Hotel or Motel/12 Mo	1,046	52.3%	96
Took Cruise of More Than One Day/3 Yrs	157	7.8%	89
Member of Frequent Flyer Program	450	22.5%	82
Member of Hotel Rewards Program	560	28.0%	95

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Demographic Summary		2025	2030
Population		12,685	13,320
Population 18+		9,120	9,819
Households		4,314	4,525
Median Household Income		\$100,940	\$112,645
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	6,070	66.6%	105
Bought Women`s Clothing/12 Mo	4,922	54.0%	103
Bought Shoes/12 Mo	7,182	78.8%	104
Bought Fine Jewelry/12 Mo	2,018	22.1%	101
Bought Watch/12 Mo	1,176	12.9%	100
Automobiles (Households)			
HH Owns or Leases Any Vehicle	4,094	94.9%	106
HH Bought or Leased New Vehicle/12 Mo	490	11.4%	134
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	8,596	94.3%	106
Bought or Changed Motor Oil/12 Mo	5,227	57.3%	106
Had Vehicle Tune-Up/12 Mo	2,154	23.6%	103
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	3,392	37.2%	98
Drank Beer or Ale/6 Mo	3,367	36.9%	99
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	821	9.0%	106
Own Digital SLR Camera or Camcorder	1,100	12.1%	124
Printed Digital Photos/12 Mo	2,550	28.0%	112
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	3,110	34.1%	99
Have a Smartphone	8,743	95.9%	102
Have Android Phone (Any Brand) Smartphone	3,241	35.5%	95
Have Apple iPhone Smartphone	5,727	62.8%	107
HH Owns 1 Cell Phone	899	20.8%	69
HH Owns 2 Cell Phones	1,734	40.2%	104
HH Owns 3+ Cell Phones	1,598	37.0%	129
HH Has Cell Phone Only (No Landline Telephone)	3,489	80.9%	107
Computers (Households)			
HH Owns Computer	3,785	87.7%	106
HH Owns Desktop Computer	1,779	41.2%	111
HH Owns Laptop or Notebook	3,183	73.8%	107
HH Owns Apple/Mac Brand Computer	1,179	27.3%	110
HH Owns PC/Non-Apple Brand Computer	3,205	74.3%	107
HH Purchased Most Recent Home Computer at Store	1,663	38.5%	110
HH Purchased Most Recent Home Computer Online	1,262	29.3%	108
HH Spent \$1-499 on Most Recent Home Computer	545	12.6%	98
HH Spent \$500-999 on Most Recent Home Computer	817	18.9%	107
HH Spent \$1K-1499 on Most Recent Home Computer	618	14.3%	129
HH Spent \$1500-1999 on Most Recent Home Computer	189	4.4%	108
HH Spent \$2K+ on Most Recent Home Computer	313	7.3%	115

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	6,359	69.7%	106
Bought Brewed Coffee at C-Store/30 Days	1,157	12.7%	101
Bought Cigarettes at C-Store/30 Days	392	4.3%	75
Bought Gas at C-Store/30 Days	4,092	44.9%	110
Spent \$1-19 at C-Store/30 Days	644	7.1%	112
Spent \$20-39 at C-Store/30 Days	775	8.5%	105
Spent \$40-50 at C-Store/30 Days	596	6.5%	103
Spent \$51-99 at C-Store/30 Days	544	6.0%	112
Spent \$100+ at C-Store/30 Days	2,378	26.1%	106
Entertainment (Adults)			
Attended Movie/6 Mo	5,147	56.4%	106
Went to Live Theater/12 Mo	1,094	12.0%	103
Went to Bar or Night Club/12 Mo	1,808	19.8%	102
Dined Out/12 Mo	5,540	60.8%	108
Gambled at Casino/12 Mo	1,207	13.2%	103
Visited Theme Park/12 Mo	1,875	20.6%	109
Viewed Movie (Video-on-Demand)/30 Days	857	9.4%	115
Viewed TV Show (Video-on-Demand)/30 Days	539	5.9%	108
Used Internet to Download Movie/30 Days	670	7.3%	109
Downloaded Individual Song/6 Mo	1,720	18.9%	104
Used Internet to Watch Movie/30 Days	3,450	37.8%	107
Used Internet to Watch TV Program/30 Days	2,235	24.5%	108
Played (Console) Video or Electronic Game/12 Mo	1,248	13.7%	107
Played (Portable) Video or Electronic Game/12 Mo	721	7.9%	109
Financial (Adults)			
Have 1st Home Mortgage	4,411	48.4%	137
Used ATM or Cash Machine/12 Mo	5,649	61.9%	102
Own Any Stock	1,369	15.0%	109
Own U.S. Savings Bonds	729	8.0%	107
Own Shares in Mutual Fund (Stocks)	1,132	12.4%	103
Own Shares in Mutual Fund (Bonds)	750	8.2%	107
Have Interest Checking Account	3,847	42.2%	112
Have Non-Interest Checking Account	3,349	36.7%	101
Have Savings Account	7,072	77.5%	108
Have 401(k) Retirement Savings Plan	2,683	29.4%	122
Own or Used Any Credit/Debit Card/12 Mo	8,555	93.8%	102
Avg \$1-110 Monthly Credit Card Expenditures	1,802	19.8%	101
Avg \$111-225 Monthly Credit Card Expenditures	1,143	12.5%	102
Avg \$226-450 Monthly Credit Card Expenditures	717	7.9%	93
Avg \$451-700 Monthly Credit Card Expenditures	859	9.4%	108
Avg \$701-1000 Monthly Credit Card Expenditures	790	8.7%	111
Avg \$1001-2000 Monthly Credit Card Expenditures	1,148	12.6%	109
Avg \$2001+ Monthly Credit Card Expenditures	1,507	16.5%	123
Did Banking Online/12 Mo	5,522	60.5%	109
Did Banking by Mobile Device/12 Mo	4,932	54.1%	111

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	4,115	95.4%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	3,371	78.1%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	904	21.0%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,484	57.6%	101
HH Used Fresh Fruit or Vegetables/6 Mo	3,972	92.1%	102
HH Used Fresh Milk/6 Mo	3,603	83.5%	102
HH Used Organic Food/6 Mo	1,032	23.9%	96
Health (Adults)			
Exercise at Home 2+ Times/Wk	4,601	50.5%	110
Exercise at Club 2+ Times/Wk	1,324	14.5%	109
Visited Doctor/12 Mo	7,369	80.8%	101
Used Vitamins or Dietary Supplements/6 Mo	5,955	65.3%	100
Home (Households)			
HH Did Home Improvement/12 Mo	1,681	39.0%	115
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,718	39.8%	117
HH Purchased Low Ticket HH Furnishing/12 Mo	1,003	23.3%	111
HH Purchased Big Ticket HH Furnishing/12 Mo	1,195	27.7%	116
HH Bought Small Kitchen Appliance/12 Mo	1,003	23.3%	102
HH Purchased Large Appliance/12 Mo	876	20.3%	113
Insurance (Adults/Households)			
Currently Carry Life Insurance	5,330	58.4%	116
Personally Carry Any Med/Hosp/Accident Insur	8,053	88.3%	104
Homeowner Carries Home/Personal Property Insurance	6,309	69.2%	118
Renter Carries Home/Pers Property Insurance	1,144	12.5%	94
HH Has 1 Vehicle Covered w/Auto Insurance	1,184	27.4%	85
HH Has 2 Vehicles Covered w/Auto Insurance	1,543	35.8%	116
HH Has 3+ Vehicles Covered w/Auto Insurance	1,283	29.7%	117
Pets (Households)			
HH Owns Any Pet	2,456	56.9%	111
HH Owns Cat	993	23.0%	96
HH Owns Dog	1,916	44.4%	116
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,263	13.8%	86
Buying American Is Important: 4-Agr Cmpl	2,516	27.6%	101
Buy Based on Quality Not Price: 4-Agr Cmpl	1,199	13.2%	93
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,146	12.6%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	772	8.5%	85
Will Pay More for Env Safe Prods: 4-Agr Cmpl	827	9.1%	83
Buy Based on Price Not Brands: 4-Agr Cmpl	2,428	26.6%	98
Reading (Adults)			
Bought Digital Book/12 Mo	1,831	20.1%	113
Bought Hardcover Book/12 Mo	2,464	27.0%	104
Bought Paperback Book/12 Mo	3,199	35.1%	104
Read Daily Newspaper (Paper Version)	321	3.5%	50
Read Digital Newspaper/30 Days	4,966	54.5%	100
Read Magazine (Paper/Electronic Vers)/6 Mo	8,015	87.9%	101

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	7,116	78.0%	107
Went to Family Restrnt/SteakHse 4+ Times/30 Days	2,448	26.8%	110
Went to Fast Food/Drive-In Restaurant/6 Mo	8,518	93.4%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,003	43.9%	111
Ordered Eat-In Fast Food/6 Mo	3,389	37.2%	112
Ordered Home Delivery Fast Food/6 Mo	1,093	12.0%	97
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,985	54.7%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,081	22.8%	100
Television & Electronics (Adults/Households)			
Own Tablet	5,533	60.7%	108
Own E-Reader	1,681	18.4%	113
Own E-Reader/Tablet: Apple iPad	3,796	41.6%	115
HH Owns Smart TV	2,017	46.8%	113
Own Portable MP3 Player	692	7.6%	99
HH Owns 1 TV	632	14.7%	74
HH Owns 2 TVs	1,060	24.6%	88
HH Owns 3 TVs	1,043	24.2%	110
HH Owns 4+ TVs	1,312	30.4%	139
HH Subscribes to Cable TV	1,071	24.8%	88
HH Subscribes to Fiber Optic TV	160	3.7%	115
HH Owns Portable GPS Device	764	17.7%	107
HH Purchased Video Game System/12 Mo	272	6.3%	89
HH Owns Internet Video Device for TV	2,620	60.7%	116
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	6,258	68.6%	111
Took 3+ Domestic Non-Business Trips/12 Mo	1,925	21.1%	116
Spent \$1-999 on Domestic Vacations/12 Mo	1,032	11.3%	103
Spent \$1K-1499 on Domestic Vacations/12 Mo	664	7.3%	105
Spent \$1500-1999 on Domestic Vacations/12 Mo	446	4.9%	102
Spent \$2K-2999 on Domestic Vacations/12 Mo	646	7.1%	126
Spent \$3K+ on Domestic Vacations/12 Mo	1,374	15.1%	127
Used Intrnt Travel Site for Domestic Trip/12 Mo	622	6.8%	106
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	3,071	33.7%	111
Took 3+ Foreign Trips by Plane/3 Yrs	541	5.9%	107
Spent \$1-999 on Foreign Vacations/12 Mo	388	4.3%	100
Spent \$1K-2999 on Foreign Vacations/12 Mo	387	4.2%	99
Spent \$3K+ on Foreign Vacations/12 Mo	1,040	11.4%	118
Used General Travel Site: Foreign Trip/3 Yrs	477	5.2%	98
Spent Night at Hotel or Motel/12 Mo	5,520	60.5%	111
Took Cruise of More Than One Day/3 Yrs	968	10.6%	120
Member of Frequent Flyer Program	3,037	33.3%	121
Member of Hotel Rewards Program	3,187	35.0%	119

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Retail Market Potential

6458 Highway 3, Benton, LA
 6458 Highway 3, Benton, Louisiana, 71006
 Drive time: 15 minute radius

Prepared by Esri
 Latitude: 32.68734
 Longitude: -93.74431

Demographic Summary		2025	2030
Population		34,254	35,477
Population 18+		25,768	27,212
Households		13,113	13,589
Median Household Income		\$91,664	\$99,726

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	17,013	66.0%	104
Bought Women`s Clothing/12 Mo	13,829	53.7%	103
Bought Shoes/12 Mo	20,126	78.1%	103
Bought Fine Jewelry/12 Mo	5,526	21.4%	98
Bought Watch/12 Mo	3,173	12.3%	96
Automobiles (Households)			
HH Owns or Leases Any Vehicle	12,366	94.3%	105
HH Bought or Leased New Vehicle/12 Mo	1,338	10.2%	120
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	24,186	93.9%	105
Bought or Changed Motor Oil/12 Mo	14,560	56.5%	104
Had Vehicle Tune-Up/12 Mo	6,033	23.4%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	9,286	36.0%	95
Drank Beer or Ale/6 Mo	9,831	38.1%	102
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	2,431	9.4%	111
Own Digital SLR Camera or Camcorder	2,991	11.6%	120
Printed Digital Photos/12 Mo	7,064	27.4%	110
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	8,600	33.4%	97
Have a Smartphone	24,622	95.5%	102
Have Android Phone (Any Brand) Smartphone	9,332	36.2%	96
Have Apple iPhone Smartphone	15,885	61.6%	105
HH Owns 1 Cell Phone	3,155	24.1%	80
HH Owns 2 Cell Phones	5,407	41.2%	106
HH Owns 3+ Cell Phones	4,316	32.9%	114
HH Has Cell Phone Only (No Landline Telephone)	10,227	78.0%	104
Computers (Households)			
HH Owns Computer	11,475	87.5%	106
HH Owns Desktop Computer	5,350	40.8%	109
HH Owns Laptop or Notebook	9,580	73.1%	106
HH Owns Apple/Mac Brand Computer	3,414	26.0%	104
HH Owns PC/Non-Apple Brand Computer	9,719	74.1%	107
HH Purchased Most Recent Home Computer at Store	5,019	38.3%	109
HH Purchased Most Recent Home Computer Online	3,782	28.8%	107
HH Spent \$1-499 on Most Recent Home Computer	1,774	13.5%	104
HH Spent \$500-999 on Most Recent Home Computer	2,512	19.2%	108
HH Spent \$1K-1499 on Most Recent Home Computer	1,722	13.1%	118
HH Spent \$1500-1999 on Most Recent Home Computer	585	4.5%	109
HH Spent \$2K+ on Most Recent Home Computer	914	7.0%	110

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October 02, 2025

Retail Market Potential

6458 Highway 3, Benton, LA
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	17,765	68.9%	105
Bought Brewed Coffee at C-Store/30 Days	3,311	12.8%	102
Bought Cigarettes at C-Store/30 Days	1,202	4.7%	82
Bought Gas at C-Store/30 Days	11,465	44.5%	109
Spent \$1-19 at C-Store/30 Days	1,782	6.9%	110
Spent \$20-39 at C-Store/30 Days	2,128	8.3%	102
Spent \$40-50 at C-Store/30 Days	1,642	6.4%	101
Spent \$51-99 at C-Store/30 Days	1,493	5.8%	109
Spent \$100+ at C-Store/30 Days	6,662	25.9%	105
Entertainment (Adults)			
Attended Movie/6 Mo	14,182	55.0%	103
Went to Live Theater/12 Mo	3,280	12.7%	109
Went to Bar or Night Club/12 Mo	5,258	20.4%	105
Dined Out/12 Mo	15,734	61.1%	109
Gambled at Casino/12 Mo	3,380	13.1%	102
Visited Theme Park/12 Mo	4,901	19.0%	101
Viewed Movie (Video-on-Demand)/30 Days	2,354	9.1%	111
Viewed TV Show (Video-on-Demand)/30 Days	1,468	5.7%	104
Used Internet to Download Movie/30 Days	1,741	6.8%	100
Downloaded Individual Song/6 Mo	4,658	18.1%	100
Used Internet to Watch Movie/30 Days	9,076	35.2%	100
Used Internet to Watch TV Program/30 Days	6,015	23.3%	103
Played (Console) Video or Electronic Game/12 Mo	3,286	12.8%	100
Played (Portable) Video or Electronic Game/12 Mo	1,902	7.4%	101
Financial (Adults)			
Have 1st Home Mortgage	11,585	45.0%	127
Used ATM or Cash Machine/12 Mo	15,921	61.8%	102
Own Any Stock	4,001	15.5%	113
Own U.S. Savings Bonds	2,211	8.6%	114
Own Shares in Mutual Fund (Stocks)	3,426	13.3%	111
Own Shares in Mutual Fund (Bonds)	2,236	8.7%	113
Have Interest Checking Account	11,058	42.9%	114
Have Non-Interest Checking Account	9,579	37.2%	102
Have Savings Account	19,984	77.5%	108
Have 401(k) Retirement Savings Plan	7,333	28.5%	118
Own or Used Any Credit/Debit Card/12 Mo	24,231	94.0%	102
Avg \$1-110 Monthly Credit Card Expenditures	5,160	20.0%	102
Avg \$111-225 Monthly Credit Card Expenditures	3,238	12.6%	102
Avg \$226-450 Monthly Credit Card Expenditures	2,160	8.4%	100
Avg \$451-700 Monthly Credit Card Expenditures	2,343	9.1%	104
Avg \$701-1000 Monthly Credit Card Expenditures	2,240	8.7%	111
Avg \$1001-2000 Monthly Credit Card Expenditures	3,245	12.6%	109
Avg \$2001+ Monthly Credit Card Expenditures	4,117	16.0%	119
Did Banking Online/12 Mo	15,504	60.2%	108
Did Banking by Mobile Device/12 Mo	13,388	52.0%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	12,483	95.2%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	10,238	78.1%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	2,813	21.4%	107
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	7,571	57.7%	101
HH Used Fresh Fruit or Vegetables/6 Mo	12,049	91.9%	102
HH Used Fresh Milk/6 Mo	10,976	83.7%	102
HH Used Organic Food/6 Mo	3,022	23.1%	93
Health (Adults)			
Exercise at Home 2+ Times/Wk	12,735	49.4%	108
Exercise at Club 2+ Times/Wk	3,565	13.8%	104
Visited Doctor/12 Mo	21,214	82.3%	103
Used Vitamins or Dietary Supplements/6 Mo	17,035	66.1%	101
Home (Households)			
HH Did Home Improvement/12 Mo	5,012	38.2%	113
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	5,177	39.5%	116
HH Purchased Low Ticket HH Furnishing/12 Mo	2,960	22.6%	108
HH Purchased Big Ticket HH Furnishing/12 Mo	3,385	25.8%	108
HH Bought Small Kitchen Appliance/12 Mo	2,976	22.7%	99
HH Purchased Large Appliance/12 Mo	2,584	19.7%	110
Insurance (Adults/Households)			
Currently Carry Life Insurance	14,832	57.6%	114
Personally Carry Any Med/Hosp/Accident Insur	22,774	88.4%	104
Homeowner Carries Home/Personal Property Insurance	17,835	69.2%	118
Renter Carries Home/Pers Property Insurance	3,069	11.9%	89
HH Has 1 Vehicle Covered w/Auto Insurance	3,747	28.6%	88
HH Has 2 Vehicles Covered w/Auto Insurance	4,580	34.9%	114
HH Has 3+ Vehicles Covered w/Auto Insurance	3,828	29.2%	115
Pets (Households)			
HH Owns Any Pet	7,387	56.3%	109
HH Owns Cat	3,214	24.5%	102
HH Owns Dog	5,649	43.1%	113
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	3,633	14.1%	88
Buying American Is Important: 4-Agr Cmpl	7,413	28.8%	105
Buy Based on Quality Not Price: 4-Agr Cmpl	3,419	13.3%	93
Buy on Credit Rather Than Wait: 4-Agr Cmpl	3,178	12.3%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	2,429	9.4%	95
Will Pay More for Env Safe Prods: 4-Agr Cmpl	2,417	9.4%	86
Buy Based on Price Not Brands: 4-Agr Cmpl	6,885	26.7%	98
Reading (Adults)			
Bought Digital Book/12 Mo	4,999	19.4%	109
Bought Hardcover Book/12 Mo	7,117	27.6%	107
Bought Paperback Book/12 Mo	9,063	35.2%	104
Read Daily Newspaper (Paper Version)	1,434	5.6%	80
Read Digital Newspaper/30 Days	13,736	53.3%	98
Read Magazine (Paper/Electronic Vers)/6 Mo	22,473	87.2%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	19,847	77.0%	106
Went to Family Restrnt/SteakHse 4+ Times/30 Days	6,791	26.4%	108
Went to Fast Food/Drive-In Restaurant/6 Mo	23,931	92.9%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	10,618	41.2%	104
Ordered Eat-In Fast Food/6 Mo	9,211	35.8%	107
Ordered Home Delivery Fast Food/6 Mo	2,939	11.4%	93
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	13,746	53.4%	109
Ordered Take-Out/Walk-In Fast Food/6 Mo	5,977	23.2%	101
Television & Electronics (Adults/Households)			
Own Tablet	15,408	59.8%	106
Own E-Reader	4,726	18.3%	112
Own E-Reader/Tablet: Apple iPad	10,375	40.3%	111
HH Owns Smart TV	5,973	45.5%	110
Own Portable MP3 Player	2,116	8.2%	107
HH Owns 1 TV	2,027	15.5%	78
HH Owns 2 TVs	3,394	25.9%	93
HH Owns 3 TVs	3,138	23.9%	109
HH Owns 4+ TVs	3,678	28.1%	128
HH Subscribes to Cable TV	3,671	28.0%	99
HH Subscribes to Fiber Optic TV	451	3.4%	106
HH Owns Portable GPS Device	2,433	18.6%	112
HH Purchased Video Game System/12 Mo	767	5.8%	83
HH Owns Internet Video Device for TV	7,645	58.3%	111
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	17,547	68.1%	110
Took 3+ Domestic Non-Business Trips/12 Mo	5,417	21.0%	115
Spent \$1-999 on Domestic Vacations/12 Mo	2,968	11.5%	105
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,864	7.2%	104
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,267	4.9%	103
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,815	7.0%	126
Spent \$3K+ on Domestic Vacations/12 Mo	3,831	14.9%	125
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,692	6.6%	102
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	8,098	31.4%	103
Took 3+ Foreign Trips by Plane/3 Yrs	1,386	5.4%	97
Spent \$1-999 on Foreign Vacations/12 Mo	1,111	4.3%	102
Spent \$1K-2999 on Foreign Vacations/12 Mo	1,035	4.0%	93
Spent \$3K+ on Foreign Vacations/12 Mo	2,720	10.6%	109
Used General Travel Site: Foreign Trip/3 Yrs	1,298	5.0%	94
Spent Night at Hotel or Motel/12 Mo	15,430	59.9%	110
Took Cruise of More Than One Day/3 Yrs	2,618	10.2%	115
Member of Frequent Flyer Program	8,162	31.7%	115
Member of Hotel Rewards Program	8,748	34.0%	115

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