

## Restaurant 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	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		1,485	74.3%	102
Went to Family Restaurant/Steak House 4+ Times/30 Days		504	25.2%	103
Spent \$1-30 at Family Restaurant/Steak House/30 Days		125	6.3%	117
Spent \$31-50 at Family Restaurant/Steak House/30 Days		222	11.1%	133
Spent \$51-100 at Family Restaurant/Steak House/30 Days		353	17.6%	107
Spent \$101-200 at Family Restaurant/Steak House/30 Days		242	12.1%	96
Spent \$201+ at Family Restaurant/Steak House/30 Days		128	6.4%	84
Spent \$1-100 at Fine Dining Restaurants/30 Days		57	2.9%	80
Spent \$101-200 at Fine Dining Restaurants/30 Days		53	2.6%	83
Spent \$201+ at Fine Dining Restaurants/30 Days		43	2.1%	68
Went for Breakfast at Family Restaurant/Steak House/6 Mo		250	12.5%	98
Went for Lunch at Family Restaurant/Steak House/6 Mo		411	20.6%	107
Went for Dinner at Family Restaurant/Steak House/6 Mo		1,007	50.4%	107
Went for Snacks at Family Restaurant/Steak House/6 Mo		27	1.4%	77
Went on Weekday to Family Restaurant/Steak House/6 Mo		710	35.5%	109
Went on Weekend to Family Restaurant/Steak House/6 Mo		843	42.1%	102
Went to Applebee`s/6 Mo		347	17.4%	111
Went to Bob Evans/6 Mo		67	3.4%	125
Went to Buffalo Wild Wings/6 Mo		192	9.6%	106
Went to California Pizza Kitchen/6 Mo		19	0.9%	54
Went to Carrabba`s/6 Mo		46	2.3%	104
Went to The Cheesecake Factory/6 Mo		111	5.5%	75
Went to Chili`s Grill & Bar/6 Mo		197	9.8%	99
Went to Cracker Barrel/6 Mo		308	15.4%	134
Went to Denny`s/6 Mo		115	5.8%	86
Went to Golden Corral/6 Mo		120	6.0%	122
Went to IHOP/6 Mo		146	7.3%	95
Went to Logan`s Roadhouse/6 Mo		54	2.7%	130
Went to Longhorn Steakhouse/6 Mo		171	8.6%	123
Went to Olive Garden/6 Mo		330	16.5%	101
Went to Outback Steakhouse/6 Mo		173	8.7%	108
Went to Red Lobster/6 Mo		173	8.7%	113
Went to Red Robin/6 Mo		97	4.8%	92
Went to Ruby Tuesday/6 Mo		35	1.8%	101
Went to Texas Roadhouse/6 Mo		351	17.6%	122
Went to T.G.I. Friday`s/6 Mo		28	1.4%	57
Went to Waffle House/6 Mo		155	7.8%	134
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
Spent \$1-10 at Fast Food Restaurant/30 Days		55	2.8%	95
Spent \$11-20 at Fast Food Restaurant/30 Days		148	7.4%	95
Spent \$21-40 at Fast Food Restaurant/30 Days		322	16.1%	104
Spent \$41-50 at Fast Food Restaurant/30 Days		185	9.3%	103
Spent \$51-100 at Fast Food Restaurant/30 Days		476	23.8%	111
Spent \$101-200 at Fast Food Restaurant/30 Days		278	13.9%	104
Spent \$201+ at Fast Food Restaurant/30 Days		123	6.2%	93
Ordered Eat-In Fast Food/6 Mo		666	33.3%	100

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
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
Bought Breakfast at Fast Food Restaurant/6 Mo	752	37.6%	105
Bought Lunch at Fast Food Restaurant/6 Mo	1,128	56.4%	106
Bought Dinner at Fast Food Restaurant/6 Mo	1,143	57.1%	107
Bought Snack at Fast Food Restaurant/6 Mo	277	13.8%	99
Bought from Fast Food Restaurant on Weekday/6 Mo	1,388	69.4%	106
Bought from Fast Food Restaurant on Weekend/6 Mo	1,088	54.4%	104
Bought A&W/6 Mo	67	3.4%	153
Bought Arby's/6 Mo	516	25.8%	144
Bought Baskin-Robbins/6 Mo	50	2.5%	74
Bought Boston Market/6 Mo	25	1.3%	90
Bought Burger King/6 Mo	585	29.3%	111
Bought Captain D's/6 Mo	95	4.8%	170
Bought Carl's Jr./6 Mo	42	2.1%	48
Bought Checkers/6 Mo	56	2.8%	116
Bought Chick-Fil-A/6 Mo	697	34.9%	103
Bought Chipotle Mexican Grill/6 Mo	287	14.3%	83
Bought Chuck E. Cheese's/6 Mo	26	1.3%	75
Bought Church's Fried Chicken/6 Mo	60	3.0%	101
Bought Cold Stone Creamery/6 Mo	44	2.2%	77
Bought Dairy Queen/6 Mo	397	19.9%	126
Bought Del Taco/6 Mo	43	2.1%	59
Bought Domino's Pizza/6 Mo	353	17.6%	104
Bought Dunkin' Donuts/6 Mo	266	13.3%	94
Bought Five Guys/6 Mo	206	10.3%	103
Bought Hardee's/6 Mo	164	8.2%	174
Bought Jack in the Box/6 Mo	72	3.6%	53
Bought Jersey Mike's/6 Mo	169	8.4%	89
Bought Jimmy John's/6 Mo	147	7.3%	123
Bought KFC/6 Mo	384	19.2%	112
Bought Krispy Kreme Doughnuts/6 Mo	141	7.0%	114
Bought Little Caesars/6 Mo	302	15.1%	118
Bought Long John Silver's/6 Mo	66	3.3%	134
Bought McDonald's/6 Mo	1,070	53.5%	107
Bought Panda Express/6 Mo	217	10.8%	81
Bought Panera Bread/6 Mo	260	13.0%	98
Bought Papa John's/6 Mo	193	9.7%	121
Bought Papa Murphy's/6 Mo	60	3.0%	93
Bought Pizza Hut/6 Mo	285	14.3%	116
Bought Popeyes Chicken/6 Mo	232	11.6%	91
Bought Sonic Drive-In/6 Mo	310	15.5%	142
Bought Starbucks/6 Mo	372	18.6%	87
Bought Steak 'N Shake/6 Mo	79	4.0%	138
Bought Subway/6 Mo	518	25.9%	115
Bought Taco Bell/6 Mo	654	32.7%	117
Bought Wendy's/6 Mo	615	30.8%	115
Bought Whataburger/6 Mo	152	7.6%	123
Bought White Castle/6 Mo	60	3.0%	120
Bought Wing-Stop/6 Mo	55	2.8%	72

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Went to Fine Dining Restaurant/6 Mo	271	13.6%	82
Went to Fine Dining Restaurant/30 Days	195	9.8%	78
Went to Fine Dining Restaurant 2+ Times/30 Days	103	5.2%	85
Used DoorDash Site/App for Take-Out/Del/30 Days	221	11.1%	87
Used Grubhub Site/App for Take-Out/Del/30 Days	60	3.0%	70
Used Postmates Site/App for Take-Out/Del/30 Days	10	0.5%	58
Used Restrnt Site/App for Take-Out/Del/30 Days	457	22.9%	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	94	4.7%	63
Used Yelp Site/App for Take-Out/Del/30 Days	14	0.7%	68

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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	MPI
Went to Family Restaurant/Steak House/6 Mo		7,116	107
Went to Family Restaurant/Steak House 4+ Times/30 Days		2,448	110
Spent \$1-30 at Family Restaurant/Steak House/30 Days		439	90
Spent \$31-50 at Family Restaurant/Steak House/30 Days		714	94
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,749	116
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,405	122
Spent \$201+ at Family Restaurant/Steak House/30 Days		893	129
Spent \$1-100 at Fine Dining Restaurants/30 Days		335	103
Spent \$101-200 at Fine Dining Restaurants/30 Days		348	119
Spent \$201+ at Fine Dining Restaurants/30 Days		323	111
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,352	116
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,904	108
Went for Dinner at Family Restaurant/Steak House/6 Mo		4,923	114
Went for Snacks at Family Restaurant/Steak House/6 Mo		174	109
Went on Weekday to Family Restaurant/Steak House/6 Mo		3,349	113
Went on Weekend to Family Restaurant/Steak House/6 Mo		4,358	115
Went to Applebee's/6 Mo		1,325	93
Went to Bob Evans/6 Mo		189	77
Went to Buffalo Wild Wings/6 Mo		966	117
Went to California Pizza Kitchen/6 Mo		144	89
Went to Carrabba's/6 Mo		274	136
Went to The Cheesecake Factory/6 Mo		788	117
Went to Chili's Grill & Bar/6 Mo		1,098	121
Went to Cracker Barrel/6 Mo		1,278	122
Went to Denny's/6 Mo		611	101
Went to Golden Corral/6 Mo		469	105
Went to IHOP/6 Mo		772	110
Went to Logan's Roadhouse/6 Mo		229	121
Went to Longhorn Steakhouse/6 Mo		707	112
Went to Olive Garden/6 Mo		1,829	123
Went to Outback Steakhouse/6 Mo		844	115
Went to Red Lobster/6 Mo		733	105
Went to Red Robin/6 Mo		677	141
Went to Ruby Tuesday/6 Mo		174	110
Went to Texas Roadhouse/6 Mo		1,658	126
Went to T.G.I. Friday's/6 Mo		175	79
Went to Waffle House/6 Mo		635	121
Went to Fast Food/Drive-In Restaurant/6 Mo		8,518	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		4,003	111
Spent \$1-10 at Fast Food Restaurant/30 Days		218	82
Spent \$11-20 at Fast Food Restaurant/30 Days		594	83
Spent \$21-40 at Fast Food Restaurant/30 Days		1,423	101
Spent \$41-50 at Fast Food Restaurant/30 Days		826	101
Spent \$51-100 at Fast Food Restaurant/30 Days		2,102	108
Spent \$101-200 at Fast Food Restaurant/30 Days		1,430	118
Spent \$201+ at Fast Food Restaurant/30 Days		805	133
Ordered Eat-In Fast Food/6 Mo		3,389	112

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
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
Bought Breakfast at Fast Food Restaurant/6 Mo	3,518	38.6%	108
Bought Lunch at Fast Food Restaurant/6 Mo	5,438	59.6%	112
Bought Dinner at Fast Food Restaurant/6 Mo	5,287	58.0%	108
Bought Snack at Fast Food Restaurant/6 Mo	1,395	15.3%	110
Bought from Fast Food Restaurant on Weekday/6 Mo	6,413	70.3%	108
Bought from Fast Food Restaurant on Weekend/6 Mo	5,208	57.1%	109
Bought A&W/6 Mo	218	2.4%	110
Bought Arby's/6 Mo	1,848	20.3%	113
Bought Baskin-Robbins/6 Mo	404	4.4%	131
Bought Boston Market/6 Mo	94	1.0%	74
Bought Burger King/6 Mo	2,352	25.8%	98
Bought Captain D's/6 Mo	236	2.6%	93
Bought Carl's Jr./6 Mo	409	4.5%	102
Bought Checkers/6 Mo	169	1.9%	77
Bought Chick-Fil-A/6 Mo	3,831	42.0%	124
Bought Chipotle Mexican Grill/6 Mo	1,834	20.1%	116
Bought Chuck E. Cheese's/6 Mo	135	1.5%	86
Bought Church's Fried Chicken/6 Mo	302	3.3%	112
Bought Cold Stone Creamery/6 Mo	330	3.6%	126
Bought Dairy Queen/6 Mo	1,788	19.6%	125
Bought Del Taco/6 Mo	396	4.3%	120
Bought Domino's Pizza/6 Mo	1,748	19.2%	113
Bought Dunkin' Donuts/6 Mo	1,133	12.4%	88
Bought Five Guys/6 Mo	1,115	12.2%	122
Bought Hardee's/6 Mo	374	4.1%	87
Bought Jack in the Box/6 Mo	744	8.2%	119
Bought Jersey Mike's/6 Mo	1,132	12.4%	131
Bought Jimmy John's/6 Mo	788	8.6%	145
Bought KFC/6 Mo	1,526	16.7%	97
Bought Krispy Kreme Doughnuts/6 Mo	686	7.5%	122
Bought Little Caesars/6 Mo	1,332	14.6%	114
Bought Long John Silver's/6 Mo	227	2.5%	101
Bought McDonald's/6 Mo	4,648	51.0%	102
Bought Panda Express/6 Mo	1,629	17.9%	133
Bought Panera Bread/6 Mo	1,330	14.6%	110
Bought Papa John's/6 Mo	908	10.0%	125
Bought Papa Murphy's/6 Mo	392	4.3%	134
Bought Pizza Hut/6 Mo	1,218	13.4%	109
Bought Popeyes Chicken/6 Mo	1,235	13.5%	107
Bought Sonic Drive-In/6 Mo	1,327	14.6%	134
Bought Starbucks/6 Mo	2,109	23.1%	108
Bought Steak 'N Shake/6 Mo	259	2.8%	99
Bought Subway/6 Mo	2,151	23.6%	105
Bought Taco Bell/6 Mo	2,801	30.7%	110
Bought Wendy's/6 Mo	2,599	28.5%	106
Bought Whataburger/6 Mo	1,118	12.3%	198
Bought White Castle/6 Mo	181	2.0%	79
Bought Wing-Stop/6 Mo	409	4.5%	117

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Went to Fine Dining Restaurant/6 Mo	1,665	18.3%	110
Went to Fine Dining Restaurant/30 Days	1,209	13.3%	106
Went to Fine Dining Restaurant 2+ Times/30 Days	603	6.6%	109
Used DoorDash Site/App for Take-Out/Del/30 Days	1,318	14.4%	114
Used Grubhub Site/App for Take-Out/Del/30 Days	375	4.1%	96
Used Postmates Site/App for Take-Out/Del/30 Days	63	0.7%	80
Used Restrnt Site/App for Take-Out/Del/30 Days	2,160	23.7%	113
Used Uber Eats Site/App for Take-Out/Del/30 Days	700	7.7%	104
Used Yelp Site/App for Take-Out/Del/30 Days	62	0.7%	67

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## Restaurant Market Potential

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

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 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	MPI
Went to Family Restaurant/Steak House/6 Mo		19,847	106
Went to Family Restaurant/Steak House 4+ Times/30 Days		6,791	108
Spent \$1-30 at Family Restaurant/Steak House/30 Days		1,369	100
Spent \$31-50 at Family Restaurant/Steak House/30 Days		2,233	104
Spent \$51-100 at Family Restaurant/Steak House/30 Days		4,767	112
Spent \$101-200 at Family Restaurant/Steak House/30 Days		3,659	112
Spent \$201+ at Family Restaurant/Steak House/30 Days		2,314	118
Spent \$1-100 at Fine Dining Restaurants/30 Days		953	104
Spent \$101-200 at Fine Dining Restaurants/30 Days		931	113
Spent \$201+ at Fine Dining Restaurants/30 Days		857	104
Went for Breakfast at Family Restaurant/Steak House/6 Mo		3,729	113
Went for Lunch at Family Restaurant/Steak House/6 Mo		5,293	107
Went for Dinner at Family Restaurant/Steak House/6 Mo		13,665	112
Went for Snacks at Family Restaurant/Steak House/6 Mo		469	104
Went on Weekday to Family Restaurant/Steak House/6 Mo		9,368	111
Went on Weekend to Family Restaurant/Steak House/6 Mo		11,868	111
Went to Applebee's/6 Mo		3,998	99
Went to Bob Evans/6 Mo		759	110
Went to Buffalo Wild Wings/6 Mo		2,592	111
Went to California Pizza Kitchen/6 Mo		343	75
Went to Carrabba's/6 Mo		748	131
Went to The Cheesecake Factory/6 Mo		1,908	100
Went to Chili's Grill & Bar/6 Mo		2,797	109
Went to Cracker Barrel/6 Mo		3,575	121
Went to Denny's/6 Mo		1,547	90
Went to Golden Corral/6 Mo		1,205	95
Went to IHOP/6 Mo		2,000	101
Went to Logan's Roadhouse/6 Mo		609	114
Went to Longhorn Steakhouse/6 Mo		2,208	123
Went to Olive Garden/6 Mo		4,885	116
Went to Outback Steakhouse/6 Mo		2,339	113
Went to Red Lobster/6 Mo		2,032	103
Went to Red Robin/6 Mo		1,747	129
Went to Ruby Tuesday/6 Mo		474	106
Went to Texas Roadhouse/6 Mo		4,576	124
Went to T.G.I. Friday's/6 Mo		539	86
Went to Waffle House/6 Mo		1,667	112
Went to Fast Food/Drive-In Restaurant/6 Mo		23,931	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		10,618	104
Spent \$1-10 at Fast Food Restaurant/30 Days		723	97
Spent \$11-20 at Fast Food Restaurant/30 Days		1,933	96
Spent \$21-40 at Fast Food Restaurant/30 Days		4,118	103
Spent \$41-50 at Fast Food Restaurant/30 Days		2,393	104
Spent \$51-100 at Fast Food Restaurant/30 Days		5,657	103
Spent \$101-200 at Fast Food Restaurant/30 Days		3,667	107
Spent \$201+ at Fast Food Restaurant/30 Days		1,972	116
Ordered Eat-In Fast Food/6 Mo		9,211	107

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
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
Bought Breakfast at Fast Food Restaurant/6 Mo	9,662	37.5%	105
Bought Lunch at Fast Food Restaurant/6 Mo	14,772	57.3%	108
Bought Dinner at Fast Food Restaurant/6 Mo	14,613	56.7%	106
Bought Snack at Fast Food Restaurant/6 Mo	3,724	14.4%	104
Bought from Fast Food Restaurant on Weekday/6 Mo	17,954	69.7%	107
Bought from Fast Food Restaurant on Weekend/6 Mo	14,146	54.9%	105
Bought A&W/6 Mo	647	2.5%	115
Bought Arby's/6 Mo	5,487	21.3%	119
Bought Baskin-Robbins/6 Mo	914	3.5%	105
Bought Boston Market/6 Mo	308	1.2%	86
Bought Burger King/6 Mo	6,740	26.2%	99
Bought Captain D's/6 Mo	622	2.4%	86
Bought Carl's Jr./6 Mo	847	3.3%	74
Bought Checkers/6 Mo	488	1.9%	79
Bought Chick-Fil-A/6 Mo	10,093	39.2%	116
Bought Chipotle Mexican Grill/6 Mo	4,856	18.9%	109
Bought Chuck E. Cheese's/6 Mo	335	1.3%	75
Bought Church's Fried Chicken/6 Mo	682	2.6%	89
Bought Cold Stone Creamery/6 Mo	789	3.1%	107
Bought Dairy Queen/6 Mo	4,905	19.0%	121
Bought Del Taco/6 Mo	829	3.2%	89
Bought Domino's Pizza/6 Mo	4,466	17.3%	102
Bought Dunkin' Donuts/6 Mo	3,651	14.2%	100
Bought Five Guys/6 Mo	3,042	11.8%	118
Bought Hardee's/6 Mo	1,178	4.6%	97
Bought Jack in the Box/6 Mo	1,521	5.9%	86
Bought Jersey Mike's/6 Mo	3,005	11.7%	123
Bought Jimmy John's/6 Mo	2,140	8.3%	139
Bought KFC/6 Mo	4,195	16.3%	95
Bought Krispy Kreme Doughnuts/6 Mo	1,662	6.5%	104
Bought Little Caesars/6 Mo	3,327	12.9%	101
Bought Long John Silver's/6 Mo	661	2.6%	104
Bought McDonald's/6 Mo	12,944	50.2%	101
Bought Panda Express/6 Mo	3,781	14.7%	109
Bought Panera Bread/6 Mo	3,904	15.2%	114
Bought Papa John's/6 Mo	2,353	9.1%	115
Bought Papa Murphy's/6 Mo	1,035	4.0%	125
Bought Pizza Hut/6 Mo	3,189	12.4%	101
Bought Popeyes Chicken/6 Mo	3,217	12.5%	98
Bought Sonic Drive-In/6 Mo	3,171	12.3%	113
Bought Starbucks/6 Mo	5,607	21.8%	101
Bought Steak 'N Shake/6 Mo	818	3.2%	111
Bought Subway/6 Mo	5,963	23.1%	103
Bought Taco Bell/6 Mo	7,604	29.5%	105
Bought Wendy's/6 Mo	7,243	28.1%	105
Bought Whataburger/6 Mo	2,370	9.2%	148
Bought White Castle/6 Mo	611	2.4%	95
Bought Wing-Stop/6 Mo	928	3.6%	94

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

October 02, 2025



## Restaurant 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

Went to Fine Dining Restaurant/6 Mo	4,564	17.7%	107
Went to Fine Dining Restaurant/30 Days	3,355	13.0%	104
Went to Fine Dining Restaurant 2+ Times/30 Days	1,669	6.5%	107
Used DoorDash Site/App for Take-Out/Del/30 Days	3,266	12.7%	100
Used Grubhub Site/App for Take-Out/Del/30 Days	1,016	3.9%	92
Used Postmates Site/App for Take-Out/Del/30 Days	158	0.6%	71
Used Restrnt Site/App for Take-Out/Del/30 Days	5,851	22.7%	109
Used Uber Eats Site/App for Take-Out/Del/30 Days	1,728	6.7%	90
Used Yelp Site/App for Take-Out/Del/30 Days	172	0.7%	65

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

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