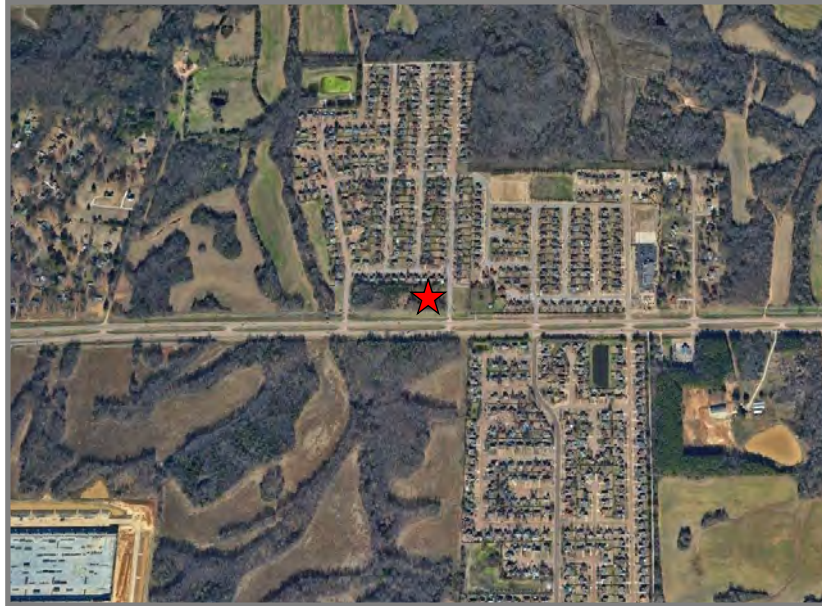


Retail Site Analysis



Sarvay Company

Fox Creek Convenience Store and Fuel
Goodman Road and Fox Creek Drive
Olive Branch, Mississippi 38654



Project Summary

The site is located at the intersection of Goodman Road, State Highway 302, and Fox Creek Drive in Olive Branch, Mississippi 38654. It has been proposed to develop a new generation convenience store with lead brand fuel, modern forecourt, large format store, and integrated fast food kitchen. The site consists of 1.4-acres and affords direct frontage and access along Goodman Road and Fox Creek Drive. The site is a portion of a total land area reserved for retail and commercial development.

The focus of this evaluation is the anticipated fuel volume and convenience store sales during the first three years of planned facility operation. A comprehensive fuel and convenience store development strategy has been created and analyzed for volume and sales projection purposes.

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Site Overview

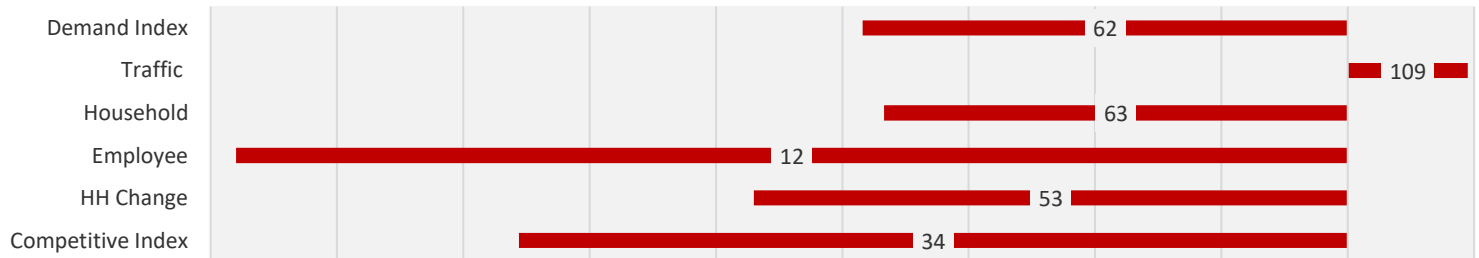
Goodman Road and Fox Creek Drive, Olive Branch, Mississippi 38654

Intersection
NW

Density Class and Socio-Economic Score



	Lane Count	Direction	Ingress/Egress	Visibility	Stacking
Goodman Road	4	east/west	●	●	●
State Highway 302		crossover	1	65 MPH	unregulated
Fox Creek Drive	2	north/south	●	●	●
		undivided	1	25 MPH	STOP



Facility Development Strategy: Fuel and Convenience Store

Name:	Convenience Store	Brand:	Lead Brand	Case #:	1
Location:	Goodman Road and Fox Creek Drive			Intersection:	NW
Type:	Convenience Store			Fx Impact Score:	213.6

Forecourt and Exterior				Posted Prices	
5	MPD's	x	Canopy	Unleaded	\$2.89 ⁹
	Electronic	x	Air		
10	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.59 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	Cash/Card Price	
10	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
4	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Non-Ethanol	Stop	Traffic Regulation		-0.10 Diesel
	E-85	Crossover	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	93.5
14	# of Self Service Hoses	65	Posted Speed	Diesel Score	9.5
	# of Full Service Hoses	5,100	Size of Store	Convenience Store Score	110.6
Dive In	Fuel Configuration	16	Up Front Parking	Fast Food Score	20.0
	Car Wash		Truck Parking		

Convenience Store					
19	Walk In Cooler Doors	Lead Brand	Maintenance	Standard	Restrooms
1	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
Lead Brand	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
5	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
7	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
x	Beer Cave	Kitchen	Fast Food Brand	x	Lottery
Lead Brand	Operation	Made to Order	Fast Food	x	ATM



Projections, Analytical Range, and Metrics

Goodman Road and Fox Creek Drive, Olive Branch, Mississippi 38654

AVERAGE MONTHLY VOLUME AND SALES

	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	135,196	137,155	138,964
<i>Gasoline Volume (Gallons)</i>	<i>117,922</i>	<i>119,639</i>	<i>121,224</i>
<i>Diesel Volume (Gallons)</i>	<i>17,274</i>	<i>17,516</i>	<i>17,740</i>
Convenience Store Sales (Dollars)	\$161,069	\$164,248	\$167,575
<i>Convenience Sales (Dollars)</i>	<i>\$136,454</i>	<i>\$139,196</i>	<i>\$142,049</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$24,615</i>	<i>\$25,052</i>	<i>\$25,526</i>

ANALYTICAL VOLUME AND SALES RANGE

LOW	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	115,923	118,236	119,243
<i>Gasoline Volume (Gallons)</i>	<i>101,413</i>	<i>103,488</i>	<i>104,253</i>
<i>Diesel Volume (Gallons)</i>	<i>14,510</i>	<i>14,748</i>	<i>14,990</i>
Convenience Store Sales (Dollars)	\$141,027	\$142,548	\$144,654
<i>Convenience Sales (Dollars)</i>	<i>\$120,080</i>	<i>\$121,379</i>	<i>\$122,446</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$20,947</i>	<i>\$21,169</i>	<i>\$22,208</i>

HIGH	Year 1	Year 2	Year 3
Fuel Volume (Gallons)	143,552	146,846	148,231
<i>Gasoline Volume (Gallons)</i>	<i>125,587</i>	<i>128,612</i>	<i>129,710</i>
<i>Diesel Volume (Gallons)</i>	<i>17,965</i>	<i>18,234</i>	<i>18,521</i>
Convenience Store Sales (Dollars)	\$173,216	\$176,789	\$179,845
<i>Convenience Sales (Dollars)</i>	<i>\$147,370</i>	<i>\$150,610</i>	<i>\$152,277</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$25,846</i>	<i>\$26,179</i>	<i>\$27,568</i>

PROJECTION METRICS

Primary Area of Influence	1.5-Mile	Annual Convenience Store Sales Year 1	\$1,932,828
Area in Square Miles	7.07	Annual Convenience Sales Year 1	\$1,637,448
Total Intersection Traffic VPD	21,711	Annual Fast Food Sales Year 1	\$295,380
Explained Intersection Traffic	27.2%	Convenience Store \$ per Square Foot	\$31.58
Passing Intersection Traffic	72.8%	Fast Food Sales Percent Year 1	15.3%
Annual Fuel Volume Year 1	1,622,352		
Annual Gasoline Volume Year 1	1,415,064		
Annual Diesel Volume Year 1	207,288	Fuel Dispenser Count	5
Fuel Gallons per Dispenser Year 1	27,039	Convenience Store Square Feet	5,100

Site Photos



Goodmand Road site view and eastbound approach



Site view and approach Fox Creek Drive northbound

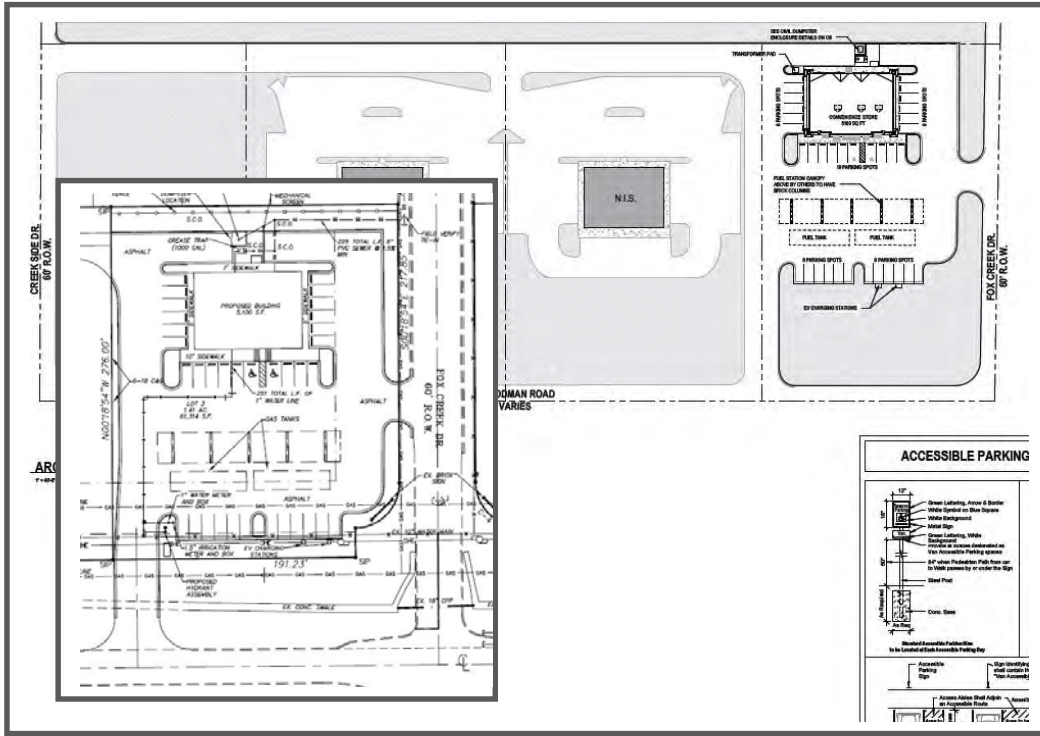


Site view across Goodman Road and Fox Creek Drive

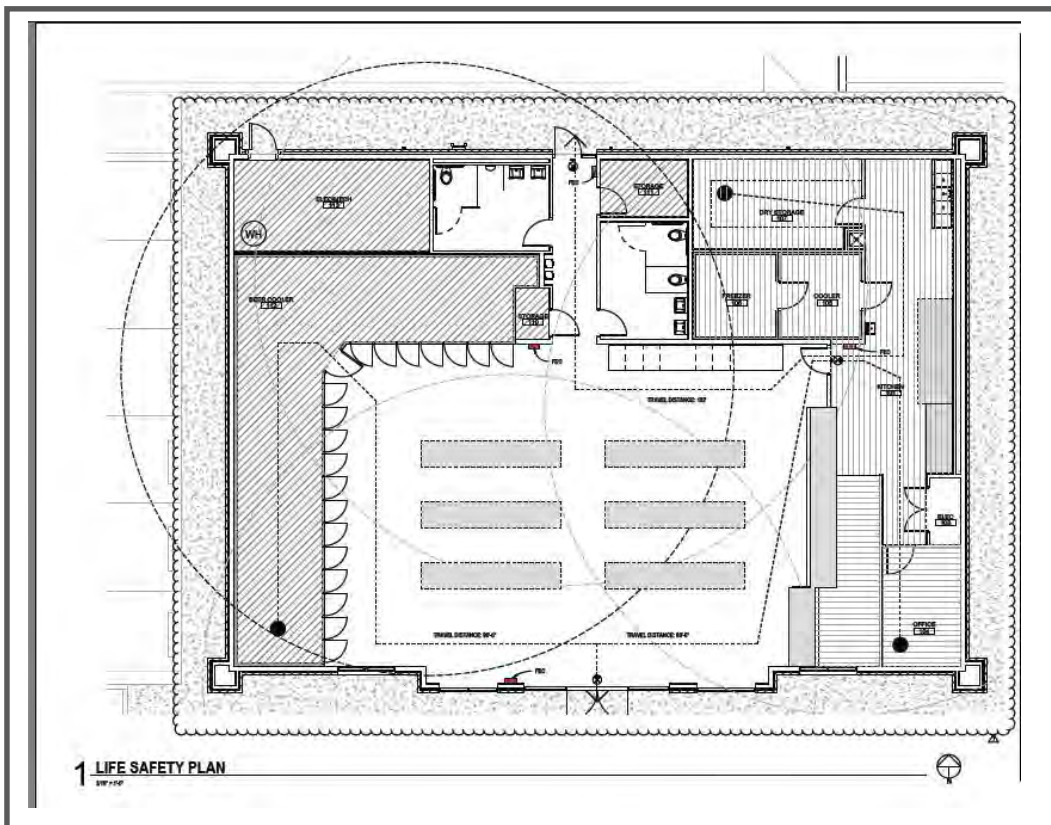


Site view across Fox Creek Drive

Site Plan and Store Plan



Site plan (conceptual)



Store plan (conceptual)

Traffic Summary

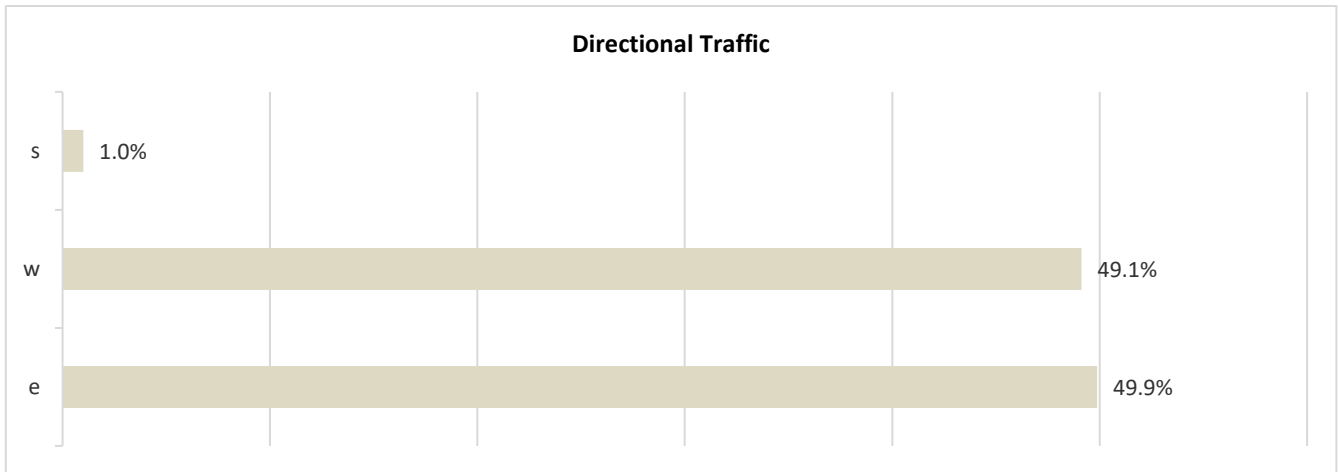
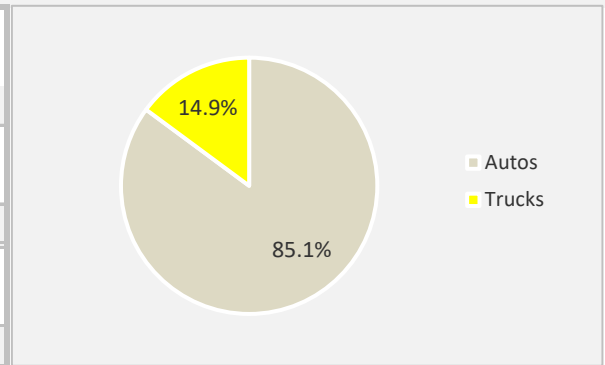
					VPD Stats	
	Direction	Count	Classification	Ingress	Egress	
State Highway 302	e	9,281	Auto	Turn	Turn	
	w	8,984		Frontage	Frontage	
	e	1,547	Truck			
	w	1,681				

Fox Creek Drive	s	218	Auto	Frontage	Frontage
	s		Truck		

	Direction	Percent	Classification	Percent	Frontage
State Highway 302	e	42.7%	Auto	85.0%	49.1%
	w	41.4%			
	e	7.1%	Truck	15.0%	
	w	7.7%			

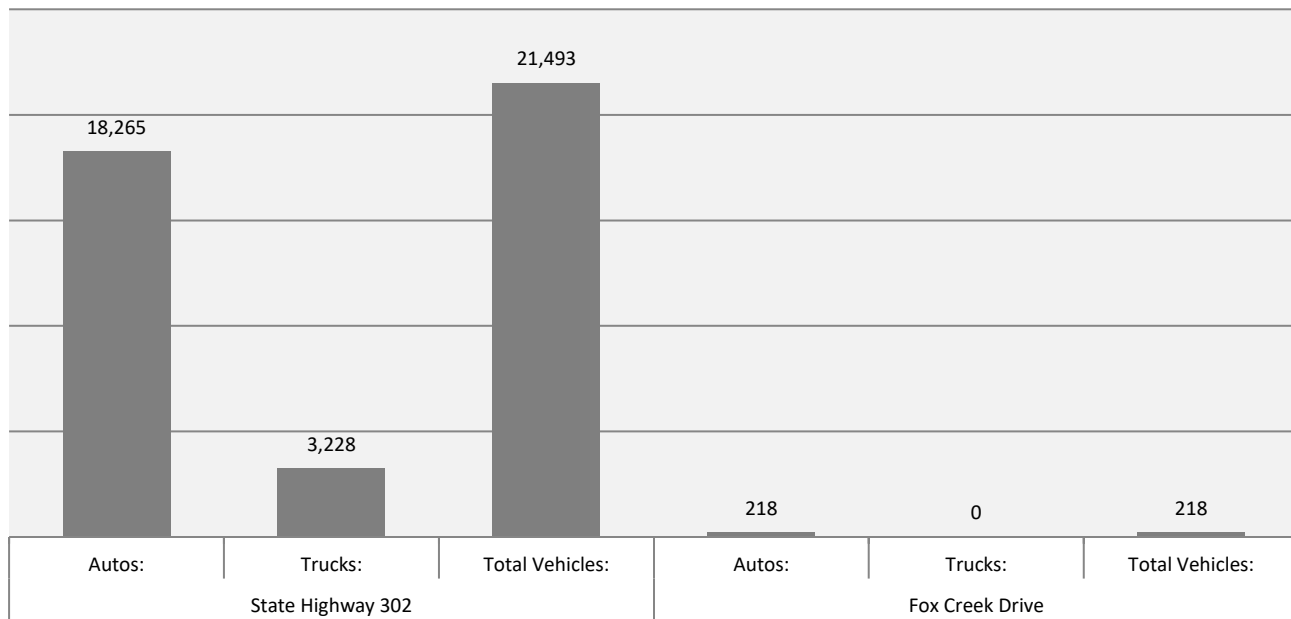
Fox Creek Drive	s	1.0%	Auto	100.0%	1.0%
	s	0.0%	Truck		

Total Intersection VPD	Autos:	18,483
	Trucks:	<u>3,228</u>
	Total Vehicles:	21,711
State Highway 302	Autos:	18,265
	Trucks:	3,228
	Total Vehicles:	21,493
Fox Creek Drive	Autos:	218
	Trucks:	0
	Total Vehicles:	218

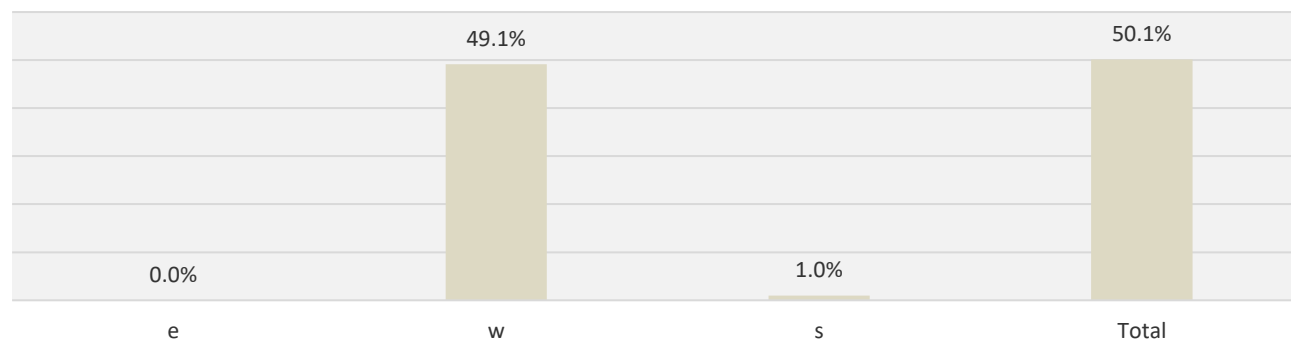


Traffic Summary

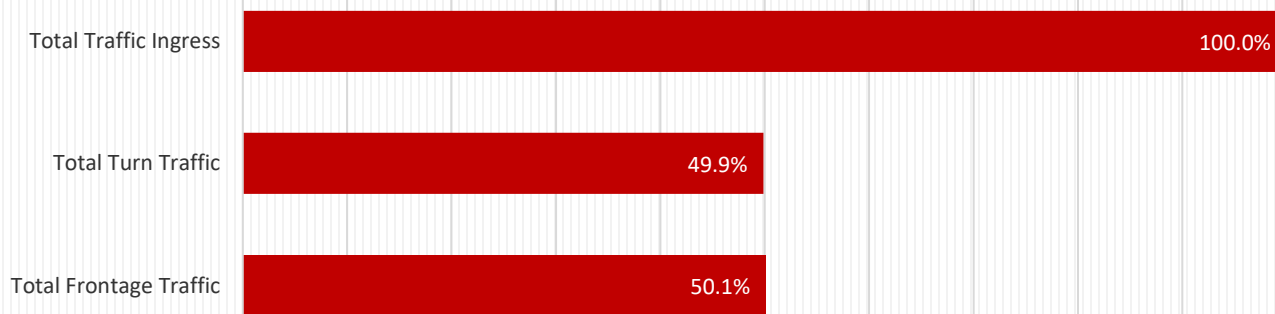
Vehicles per Day (VPD)



Total Frontage Traffic (% Total)

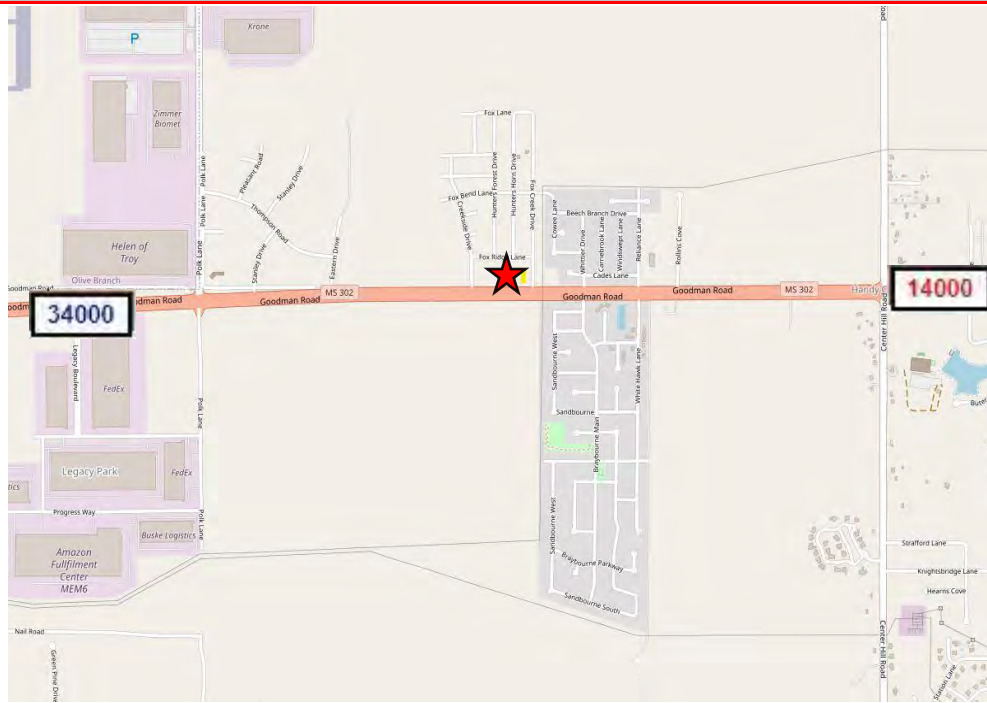


Total Traffic Ingress



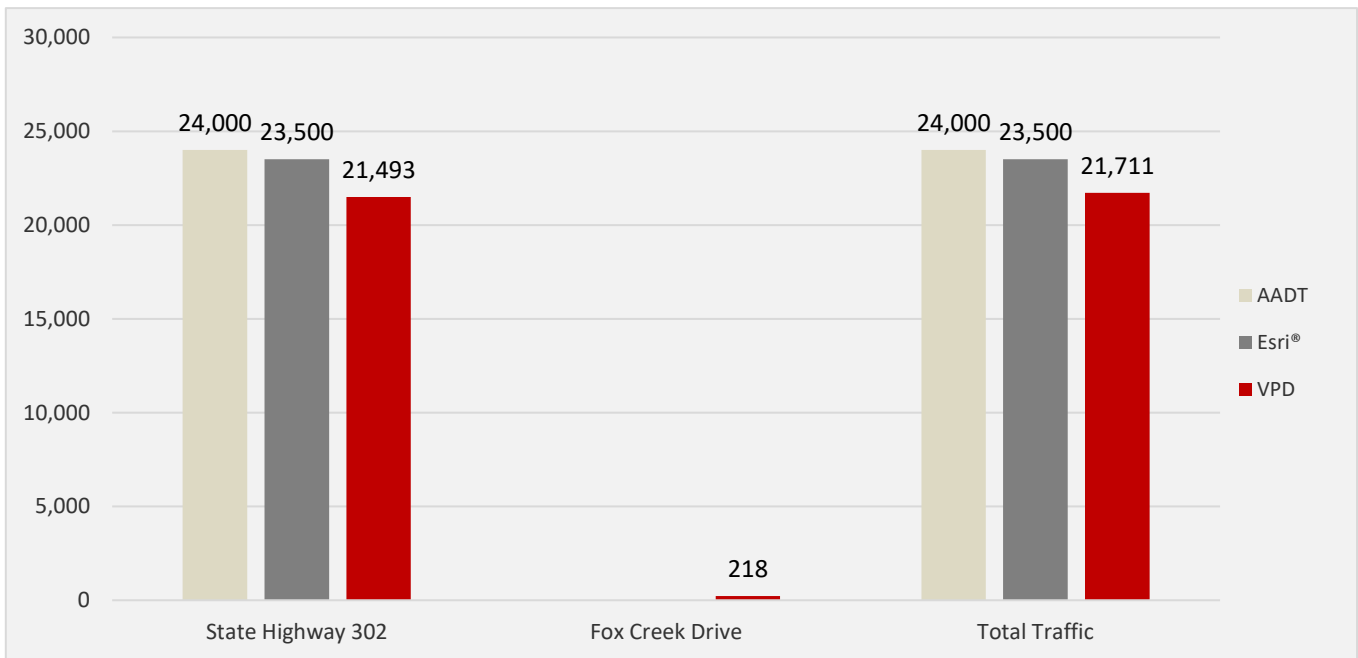
Traffic Summary

AADT Map



Mississippi DOT/Esri®	AADT	Location	Esri®	Year
State Highway 302	34,000	west	34,000	2022/2021
	14,000	east	13,000	2022/2021

Fox Creek Drive

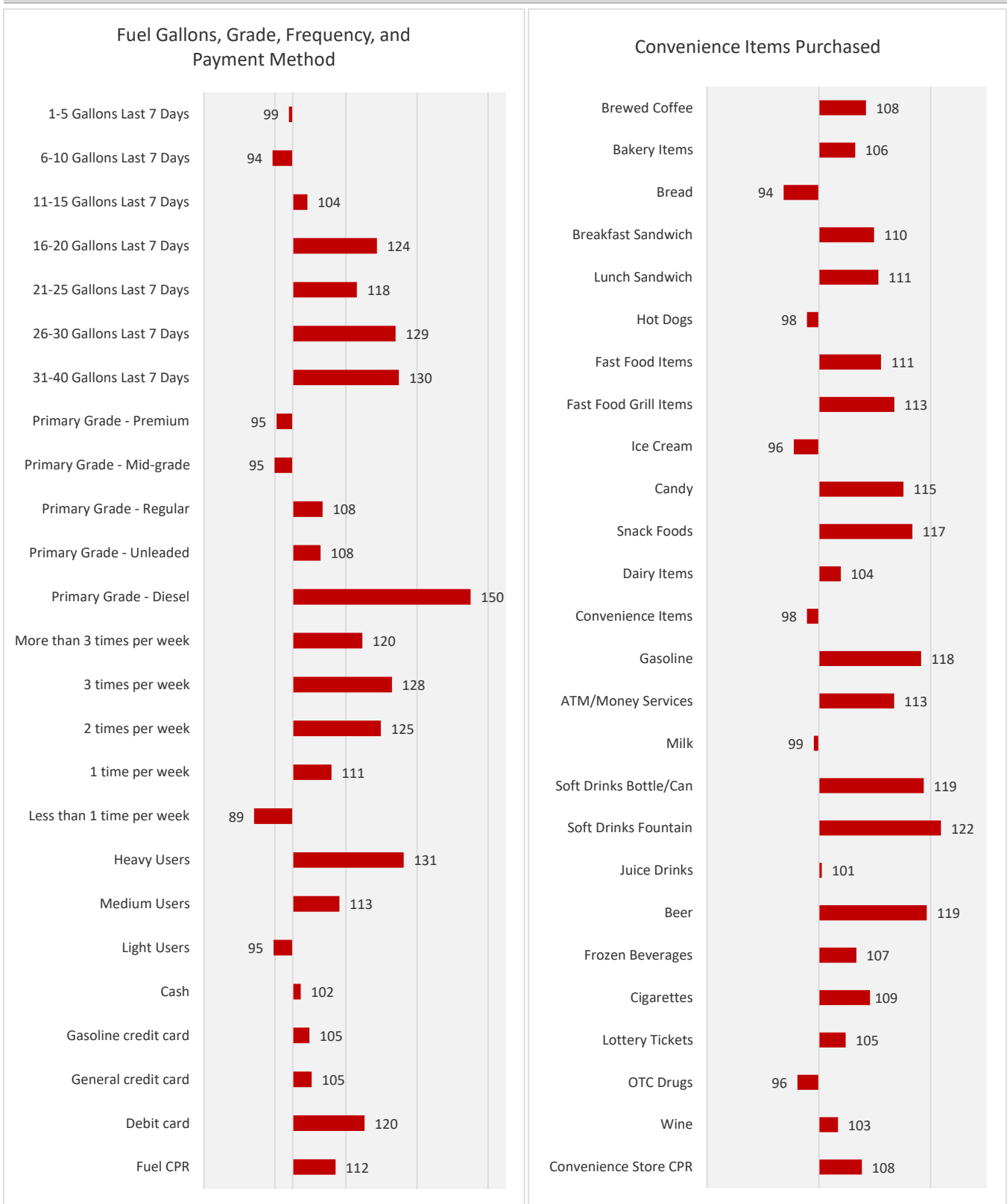


Consumer Potential Scores

Location:

Goodman Road and Fox Creek Drive
Olive Branch, Mississippi 38654

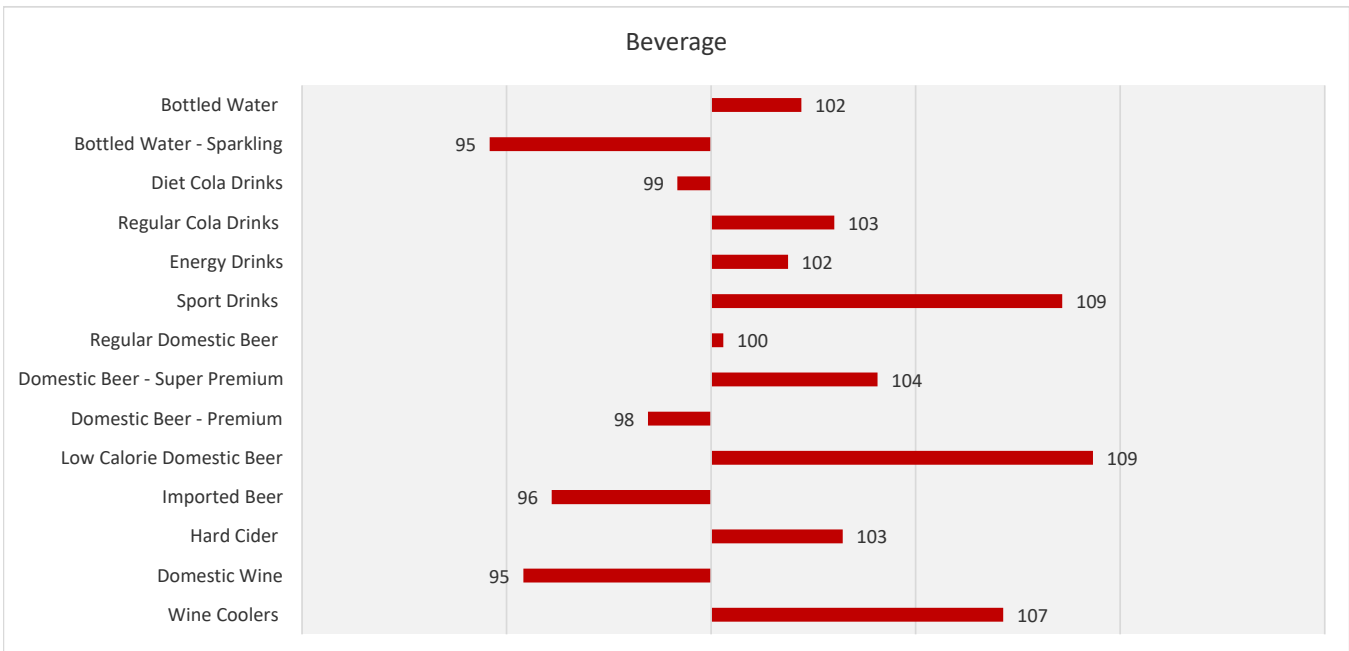
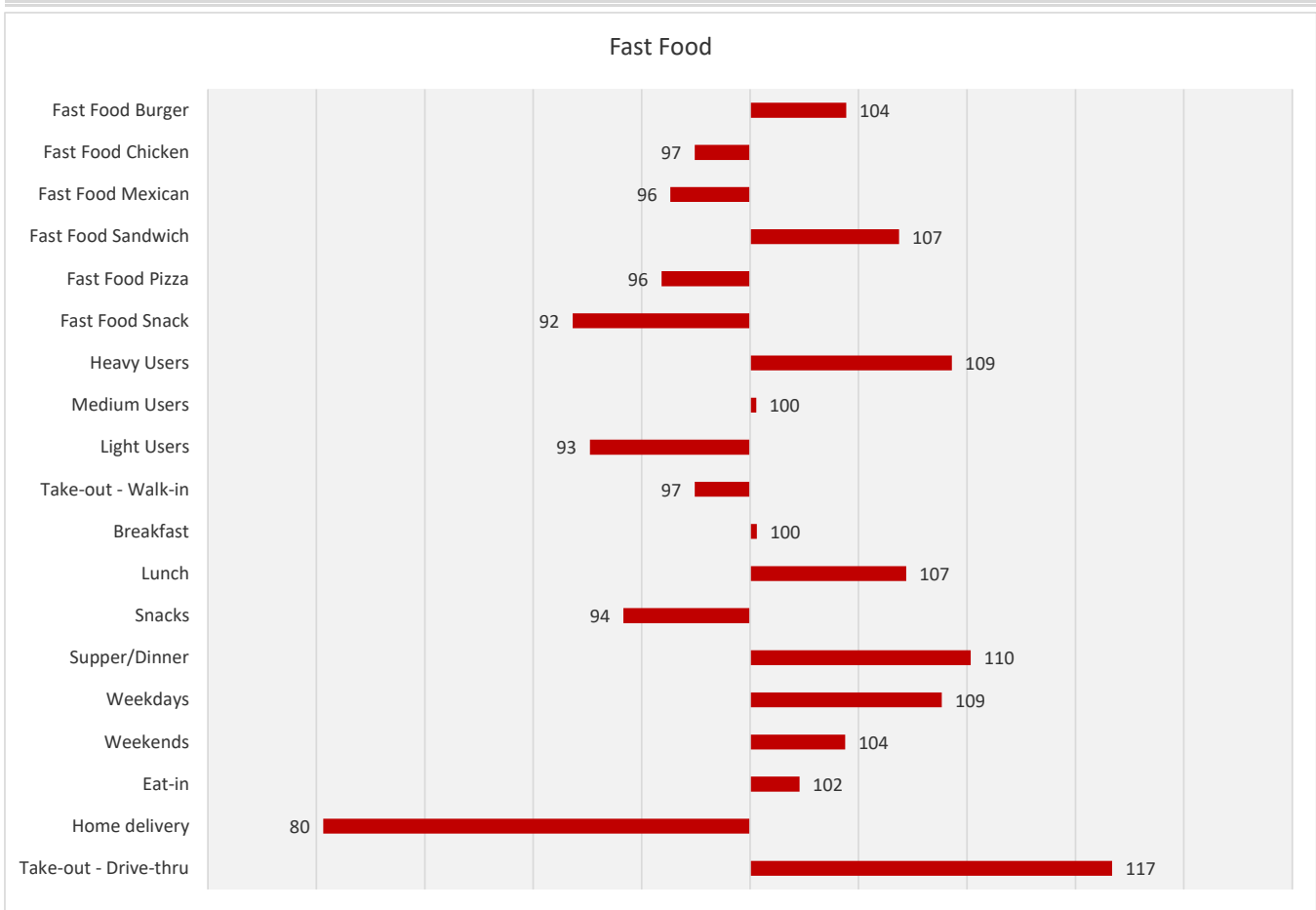
**1.5 MILE
RING
7.07 SQ/MI**



Consumer Potential Scores

Location:
 Goodman Road and Fox Creek Drive
 Olive Branch, Mississippi 38654

**1.5 MILE
 RING
 7.07 SQ/MI**



Competitive Analysis Summary: Fuel and Convenience Store

Competitive Capacity Metrics

5	Total Competitive Units
2.7	Average Distance in Miles
46	Total Gasoline Fueling Positions
20	Total Diesel Fueling Positions
2	Total Truck Diesel Lanes
19,200	Total Convenience Store Square Footage

Brands and Convenience Store Chains



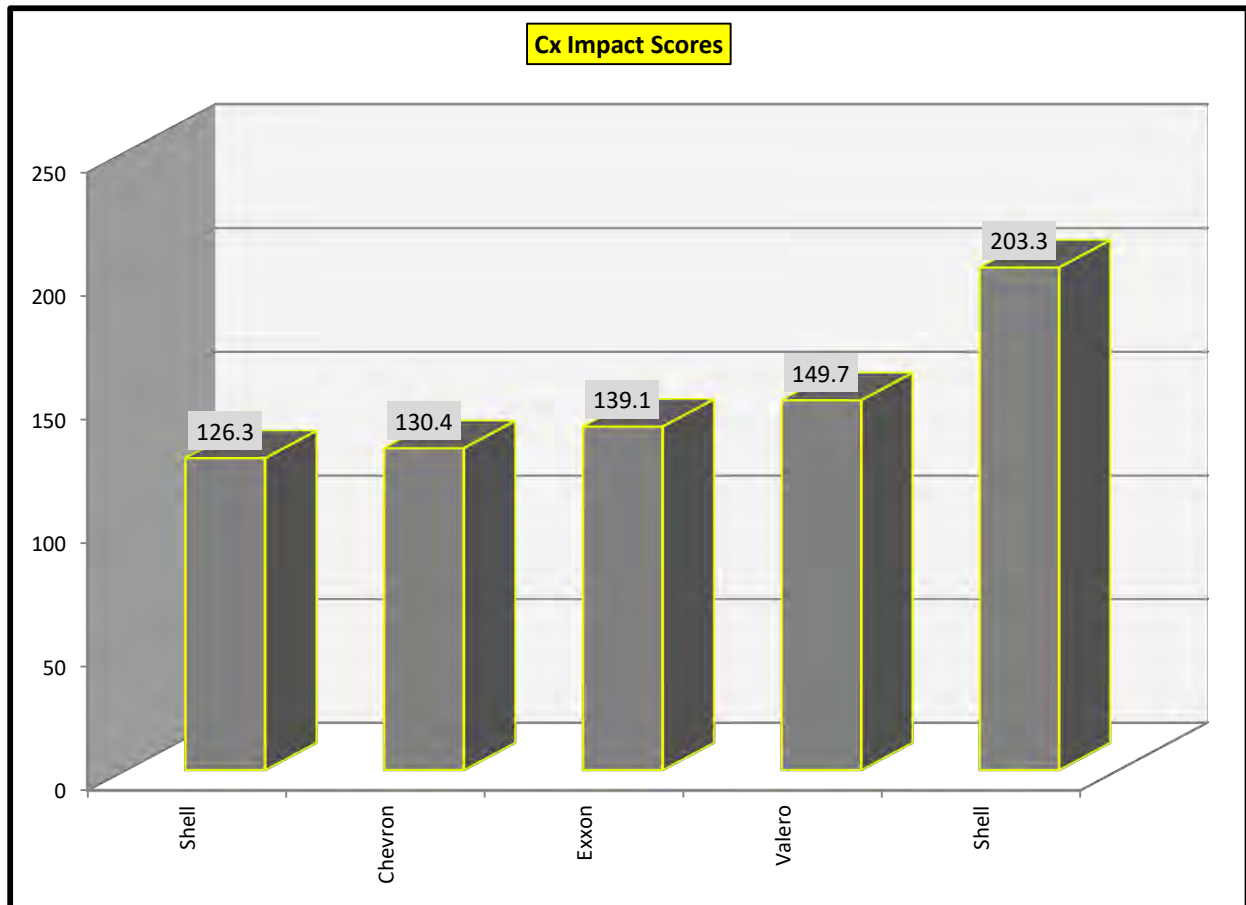
Performance and Impact Indicators

36%	Performance Auto Fuel Positions
47%	Performance Convenience Store Parking
50%	Performance Truck Diesel Lanes
19,042	Audit Fuel Gallons per Forecourt Dispenser
\$32.55	Audit Convenience Store Dollars per Square Foot
16,000	Audit Fuel Gallons per Truck Lane
0.11	Average Distance Impact
0.09	Minimum Distance Impact
0.18	Maximum Distance Impact

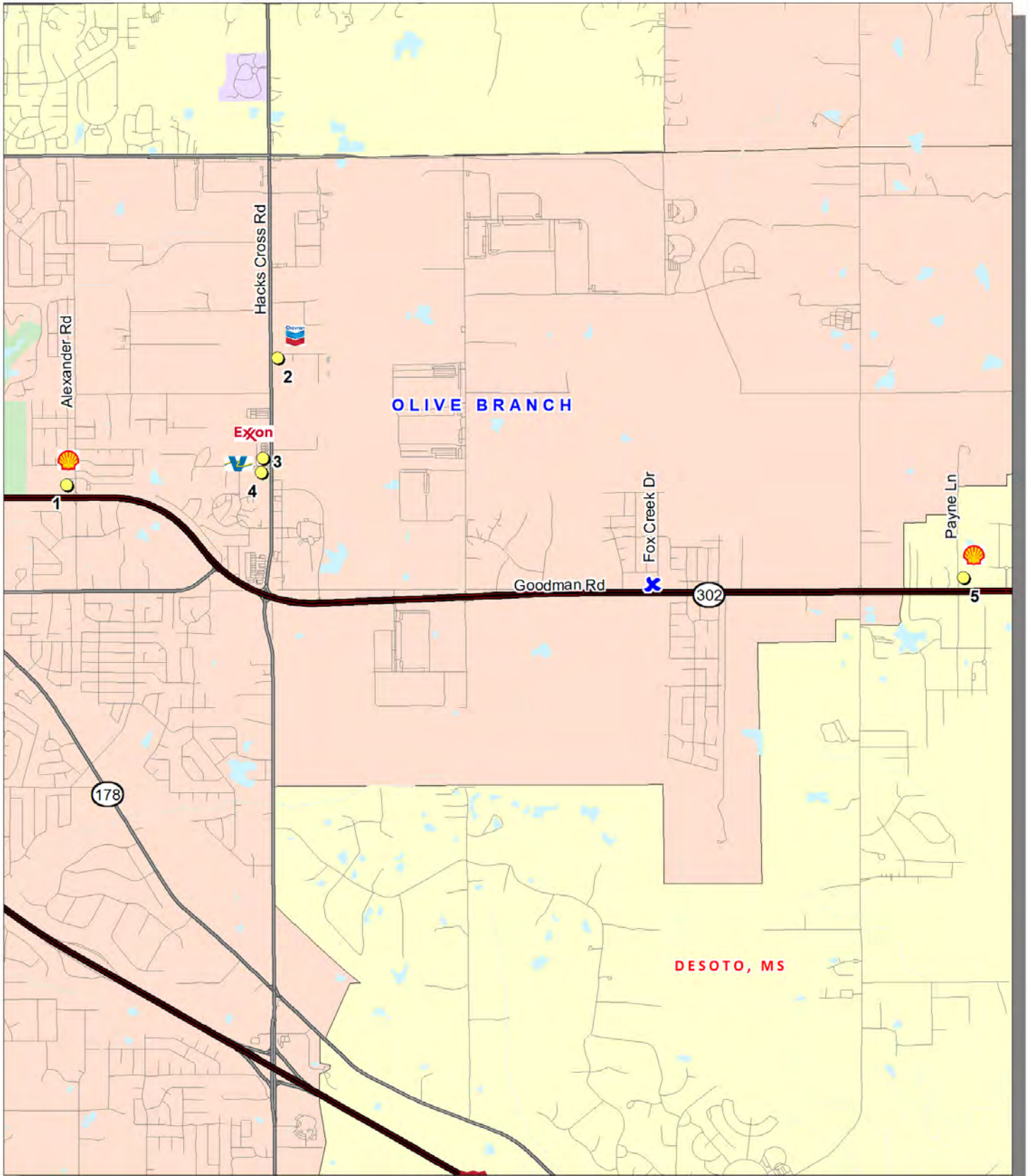
Fuel Pricing Metrics

Market Price Gasoline	\$2.89	9
Lead Price Gasoline	\$2.89	9
Max Price Gasoline	\$2.89	9
Variance Gasoline	\$0.00	
Market Price Diesel	\$3.69	9
Lead Price Diesel	\$3.59	9
Max Price Diesel	\$3.89	9
Variance Diesel	\$0.30	9

Audit Date: 2/20/2024



Competition Map



● = Gasoline/Diesel/Convenience Store

Competition Analysis: Fuel and Convenience Store

Name:	5 Star	Brand:	Shell	Map #:	1	
Location:	State Highway 302 and Alexander Road			Intersection:	NW	
Type:	Convenience Store			Distance:	3.3	

Forecourt and Exterior	Posted Prices
------------------------	---------------

5	MPD's	x	Canopy	Unleaded	\$2.89 ⁹	
	Electronic	x	Air			
10	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$3.69 ⁹	
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>		
10	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded		
4	# of Diesel Fueling Positions	3	# of Access Points	Diesel		
	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	0.00	Unleaded
	Non-Ethanol	Electronic	Traffic Regulation		0.00	Diesel
	E-85	Divided	Road Configuration	Competitive Impact		
	EV Stations	Standard	On Site Movement	Gasoline Score	73.5	
14	# of Self Service Hoses	55	Posted Speed	Diesel Score	11.5	
	# of Full Service Hoses	2,800	Size of Store	Convenience Store Score	62.6	
Dive In	Fuel Configuration	6	Up Front Parking	Fast Food Score	15.0	
	Car Wash		Truck Parking	Distance Score	0.09	

Convenience Store

11	Walk In Cooler Doors	Brand	Maintenance	Standard	Restrooms	
10	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising	
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising	
1	Freezer Doors	x	Fountain Beverage	24	Hours of Operation	
5	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations	
x	Beer Cave	Hometown Pizza	Fast Food Brand	x	Lottery	
Brand	Operation	Grab and Go	Fast Food	x	ATM	



Competition Analysis: Fuel and Convenience Store

Name:	Metro Mart	Brand:	Chevron	Map #:	2	
Location:	Hacks Cross Road and Airport Road			Intersection:	SE	
Type:	Convenience Store			Distance:	3.3	

Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$2.89 ⁹
	Electronic	x	Air		
8	# of Gasoline Hoses	5	Brand Sign Facings	Diesel	\$3.69 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
2	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		0.00 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	77.5
10	# of Self Service Hoses	45	Posted Speed	Diesel Score	10.5
	# of Full Service Hoses	3,400	Size of Store	Convenience Store Score	64.4
Dive In	Fuel Configuration	6	Up Front Parking	Fast Food Score	10.0
	Car Wash		Truck Parking	Distance Score	0.09

Convenience Store					
10	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
12	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
	Brand Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
1	Freezer Doors	x	Fountain Beverage	18	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Grab and Go	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store


Name:	Pride Mart	Brand:	Exxon	Map #:	3	
Location:	Hacks Cross Road and Ridgeway Industrial Drive			Intersection:	NW	
Type:	Convenience Store			Distance:	2.7	

Forecourt and Exterior				Posted Prices	
4	MPD's	x	Canopy	Unleaded	\$2.89 ⁹
	Electronic	x	Air		
8	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$3.59 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
4	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		-0.10 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	81.5
12	# of Self Service Hoses	45	Posted Speed	Diesel Score	11.5
	# of Full Service Hoses	4,000	Size of Store	Convenience Store Score	69.3
Dive In	Fuel Configuration	6	Up Front Parking	Fast Food Score	20.0
	Car Wash		Truck Parking	Distance Score	0.11

Convenience Store					
20	Walk In Cooler Doors	Brand	Maintenance	Standard	Restrooms
2	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
	Brand Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
2	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave	Krispy Krunchy	Fast Food Brand	x	Lottery
Brand	Operation	Grab and Go	Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	Food Mart	Brand:	Valero	Map #:	4	
Location:	Hacks Cross Road and Ridgeway Industrial Drive		Intersection:	SW		
Type:	Convenience Store		Distance:	2.7		

Forecourt and Exterior	Posted Prices
------------------------	---------------

4	MPD's	x	Canopy	Unleaded	\$2.89 ⁹
	Electronic	x	Air		
8	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	\$3.59 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
8	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
2	# of Diesel Fueling Positions	4	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		-0.10 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Restricted	On Site Movement	Gasoline Score	88.5
10	# of Self Service Hoses	45	Posted Speed	Diesel Score	11.5
	# of Full Service Hoses	4,500	Size of Store	Convenience Store Score	74.7
Parallel	Fuel Configuration		Up Front Parking	Fast Food Score	0.0
	Car Wash		Truck Parking	Distance Score	0.11

Convenience Store

18	Walk In Cooler Doors	Brand	Maintenance	Interior	Restrooms
2	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
2	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
10	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation		Fast Food	x	ATM



Competition Analysis: Fuel and Convenience Store

Name:	302 Express	Brand:	Shell	Map #:	5	
Location:	State Highway 302 and Payne Lane			Intersection:	NE	
Type:	Travel Center			Distance:	1.6	

Forecourt and Exterior	Posted Prices
------------------------	---------------

6	MPD's	x	Canopy	Unleaded	\$2.89 ⁹
3	Electronic	x	Air		
12	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$3.89 ⁹
3	# of Gasoline Grades	2	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
8	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
2	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.00 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		0.20 Diesel
	E-85	Divided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	86.5
20	# of Self Service Hoses	65	Posted Speed	Diesel Score	14.5
	# of Full Service Hoses	4,500	Size of Store	Convenience Store Score	102.3
Dive In	Fuel Configuration	8	Up Front Parking	Fast Food Score	15.0
	Car Wash		Truck Parking	Distance Score	0.18

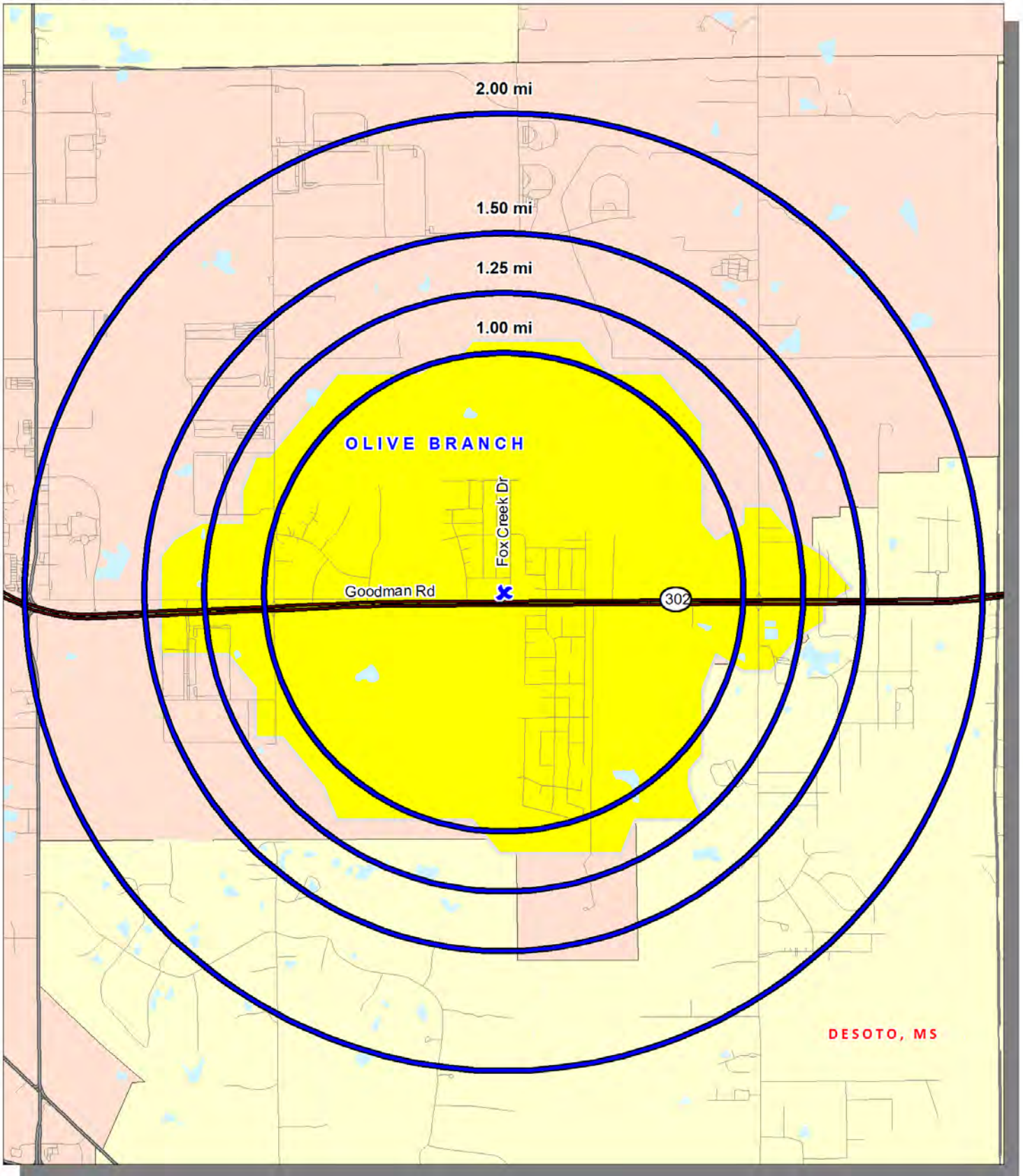
Convenience Store

23	Walk In Cooler Doors	Lead Brand	Maintenance	Standard	Restrooms
3	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
Lead Brand	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
2	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
11	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
x	Beer Cave	Homestyle Chicken	Fast Food Brand	x	Lottery
Lead Brand	Operation	Grab and Go	Fast Food	x	ATM



Trade Area Map 1-, 1.25-, 1.5-, and 2-Mile Rings

Goodman Road and Fox Creek Drive
Olive Branch, Mississippi 38654



x = Site

■ = Custom Boundary

Demand Report

Location:

Goodman Road and Fox Creek Drive
Olive Branch, Mississippi 38654

**CUSTOM
BOUNDARY
3.99 SQ/MI**

POPULATION TREND

2020 Total Population	2,911
2023 Total Population	3,229
2028 Total Population	3,444
% Population Change 2010 to 2020	46.6%
% Population Change 2010 to 2023	62.7%
% Population Change 2020 to 2028	18.3%
% Population Change 2023 to 2028	6.7%
2023 Total Daytime Population	5,190
2023 Total Employees	109
2023 Total Daytime at Home Population	1,515
2023 Total Employees (% of Daytime Population)	6.7%
2023 Total Daytime at Home Population (% of Daytime Pop)	93.3%

DENSITY

2023 Population Density	376
2023 Employee Density	23

HOUSEHOLDS TREND

2020 HouseHolds	955
2023 HouseHolds	1,062
2028 Households	1,085
% Household Change 2010 to 2020	48.3%
% Household Change 2010 to 2023	64.9%
% Household Change 2020 to 2028	13.6%
% Household Change 2023 to 2028	2.2%
2023 Average household size	3.1
2023 Average household size: Owner occupied	2.7
2023 Average household size: Renter occupied	0.4

INCOME

2020 Household income: Average	\$104,597
2020 Household income: Median	\$101,178
2023 Household income: Median	\$105,087
2023 Household income: Average	\$114,404
2028 Household income: Median	\$117,499
2028 Household income: Average	\$145,080

HOUSEHOLD VEHICLES

2023 Households: Number of vehicles available	2,389
2023 Owner occupied: Number of vehicles available	2,096
2023 Renter occupied: Number of vehicles available	345

Demand Report

Location:

Goodman Road and Fox Creek Drive
Olive Branch, Mississippi 38654

**CUSTOM
BOUNDARY
3.99 SQ/MI**

RACE & ETHNICITY	
% 2023 White alone	52.1%
% 2023 Black or African American alone	36.6%
% 2023 American Indian and Alaska Native alone	.2%
% 2023 Asian alone	2.0%
% 2023 Native Hawaiian and OPI alone	.2%
% 2023 Some Other Race alone	3.1%
% 2023 Two or More Races alone	5.9%
% 2023 Hispanic	5.7%
% 2023 Not Hispanic	94.3%
EDUCATION & OCCUPATION	
Education	
% 2023 No High School Diploma	4.2%
% 2023 High school graduate, GED, or alternative	29.4%
% 2023 College No Degree	23.2%
% 2023 College Degree	33.7%
% 2023 Advanced Degree	9.5%
% 2023 College or Advanced Degree	43.2%
Occupation	
% 2020 Occupation: White collar	65.0%
% 2020 Occupation: Blue collar	35.0%
% 2023 Occupation: White collar	65.0%
% 2023 Occupation: Blue collar	35.0%
AGE & OCCUPANCY	
Age	
2023 Total population: Median age	36
2023 Male population: Median age	35
2023 Female population: Median age	37
Occupancy	
2023 HouseHolds	1,062
% 2023 Owner occupied housing units	87.8%
% 2023 Renter occupied housing units	12.8%

Demand Report

Location:

Goodman Road and Fox Creek Drive

Olive Branch, Mississippi 38654

**CUSTOM
BOUNDARY
3.99 SQ/MI**

RETAIL SALES POTENTIAL	
2022 Convenience stores	\$1,349,891
2022 Gasoline stations with convenience stores	\$3,104,631
2022 Beer, wine, & liquor stores	\$362,870
2022 Supermarkets & other grocery (except convenience) stores	\$5,984,801
2022 Restaurant Expenditures	\$1,017,251
HOUSEHOLD EXPENDITURES	
Automotive	
2023 Gasoline (Household Average)	\$2,338
2023 Diesel fuel (Household Average)	\$84
2023 Gasoline on out-of-town trips (Household Average)	\$151
2023 Lube, oil change, and oil filters (Household Average)	\$124
2023 Maintenance and repairs (Household Average)	\$1,141
2023 Vehicle products and cleaning services (Household Average)	\$9
2023 Electric vehicle charging (Household Average)	\$1
Food/Alcohol/Tobacco	
2023 Food at home	\$6,354,050
2023 Food at home (Household Average)	\$5,983
2023 Food away from home (Household Average)	\$3,467
2023 Meals at restaurants, carry outs and other (Household Average)	\$2,964
2023 Breakfast and brunch (Household Average)	\$310
2023 Lunch (Household Average)	\$866
2023 Dinner (Household Average)	\$1,561
2023 Alcoholic beverages	\$639,255
2023 Alcoholic beverages (Household Average)	\$602
2023 At home (Household Average)	\$333
2023 Away from home (Household Average)	\$269
2023 Beer and ale	\$134,607
2023 Beer and ale (Household Average)	\$83
2023 Wine	\$157,315
2023 Wine (Household Average)	\$49
2023 Other alcoholic beverages	\$35,298
2023 Other alcoholic beverages (Household Average)	\$64
2023 Tobacco products and smoking supplies	\$416,610
2023 Tobacco products and smoking supplies (Household Average)	\$392
2023 Cigarettes	\$339,048
2023 Cigarettes (Household Average)	\$319
2023 Other tobacco products	\$73,016
2023 Other tobacco products (Household Average)	\$69
2023 Smoking accessories	\$4,546
2023 Smoking accessories (Household Average)	\$4

Demand Report

Location:

Goodman Road and Fox Creek Drive

Olive Branch, Mississippi 38654

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
POPULATION TREND				
2020 Total Population	2,911	2,937	3,498	4,819
2023 Total Population	3,229	3,259	3,885	5,402
2028 Total Population	3,444	3,476	4,143	5,791
% Population Change 2010 to 2020	46.6%	46.8%	48.0%	38.7%
% Population Change 2010 to 2023	62.7%	62.9%	64.3%	55.5%
% Population Change 2020 to 2028	18.3%	18.4%	18.4%	20.2%
% Population Change 2023 to 2028	6.7%	6.7%	6.6%	7.2%
2023 Total Daytime Population				
2023 Total Daytime Population	5,190	5,208	5,812	7,715
2023 Total Employees	100	100	156	4,760
2023 Total Daytime at Home Population	1,515	1,531	1,849	2,653
2023 Total Employees (% of Daytime Population)	6.2%	6.1%	7.8%	64.2%
2023 Total Daytime at Home Population (% of Daytime Pop)	93.8%	93.9%	92.2%	35.8%
DENSITY				
2023 Population Density	376	378	397	377
2023 Employee Density	22	21	28	347
HOUSEHOLDS TREND				
2020 HouseHolds	955	960	1,124	1,573
2023 HouseHolds	1,062	1,067	1,251	1,768
2028 HouseHolds	1,085	1,090	1,277	1,816
% Household Change 2010 to 2020	48.3%	48.1%	48.7%	37.6%
% Household Change 2010 to 2023	64.9%	64.7%	65.5%	54.7%
% Household Change 2020 to 2028	13.6%	13.5%	13.6%	15.4%
% Household Change 2023 to 2028	2.2%	2.2%	2.1%	2.7%
2023 Average household size				
2023 Average household size	3.1	3.1	3.1	3.1
2023 Average household size: Owner occupied	2.7	2.7	2.7	2.7
2023 Average household size: Renter occupied	0.4	0.4	0.4	0.3
INCOME				
2020 Household income: Average	\$104,597	\$104,578	\$104,740	\$107,987
2020 Household income: Median	\$101,178	\$101,174	\$101,383	\$101,333
2023 Household income: Median				
2023 Household income: Median	\$105,087	\$105,025	\$105,550	\$106,461
2023 Household income: Average				
2023 Household income: Average	\$114,404	\$114,462	\$114,746	\$118,075
2028 Household income: Median				
2028 Household income: Median	\$117,499	\$117,529	\$118,338	\$123,585
2028 Household income: Average				
2028 Household income: Average	\$145,080	\$145,178	\$145,772	\$147,908
HOUSEHOLD VEHICLES				
2023 HouseHolds: Number of vehicles available	2,389	2,401	2,801	4,030
2023 Owner occupied: Number of vehicles available	2,096	2,106	2,465	3,642
2023 Renter occupied: Number of vehicles available	345	346	393	462

Demand Report

Location:

Goodman Road and Fox Creek Drive

Olive Branch, Mississippi 38654

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
RACE & ETHNICITY				
% 2023 White alone	52.1%	52.1%	53.1%	55.5%
% 2023 Black or African American alone	36.6%	36.5%	35.5%	33.7%
% 2023 American Indian and Alaska Native alone	.2%	.2%	.2%	.2%
% 2023 Asian alone	2.0%	2.0%	2.0%	2.0%
% 2023 Native Hawaiian and OPI alone	.2%	.2%	.3%	.2%
% 2023 Some Other Race alone	3.1%	3.1%	3.0%	2.9%
% 2023 Two or More Races alone	5.9%	5.9%	5.9%	5.5%
% 2023 Hispanic	5.7%	5.7%	5.6%	5.2%
% 2023 Not Hispanic	94.3%	94.3%	94.3%	94.8%
EDUCATION & OCCUPATION				
Education				
% 2023 No High School Diploma	4.2%	4.2%	4.5%	3.5%
% 2023 High school graduate, GED, or alternative	29.4%	29.4%	28.6%	29.4%
% 2023 College No Degree	23.2%	23.2%	22.9%	22.8%
% 2023 College Degree	33.7%	33.6%	33.6%	33.4%
% 2023 Advanced Degree	9.5%	9.6%	10.5%	10.9%
% 2023 College or Advanced Degree	43.2%	43.3%	44.0%	44.3%
Occupation				
% 2020 Occupation: White collar	65.0%	65.0%	65.9%	66.8%
% 2020 Occupation: Blue collar	35.0%	35.0%	34.1%	33.2%
% 2023 Occupation: White collar	65.0%	65.1%	65.9%	66.9%
% 2023 Occupation: Blue collar	35.0%	34.9%	34.1%	33.1%
AGE & OCCUPANCY				
Age				
2023 Total population: Median age	36	36	36	37
2023 Male population: Median age	35	35	36	36
2023 Female population: Median age	37	37	37	38
Occupancy				
2023 HouseHolds	1,062	1,067	1,251	1,768
% 2023 Owner occupied housing units	87.8%	87.8%	87.8%	89.5%
% 2023 Renter occupied housing units	12.8%	12.8%	12.7%	10.7%

Demand Report

Location:

Goodman Road and Fox Creek Drive

Olive Branch, Mississippi 38654

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
RETAIL SALES POTENTIAL				
2022 Convenience stores	\$1,349,891	\$1,356,554	\$1,588,390	\$2,263,547
2022 Gasoline stations with convenience stores	\$3,104,631	\$3,119,962	\$3,653,307	\$5,162,387
2022 Beer, wine, & liquor stores	\$362,870	\$364,705	\$427,715	\$619,234
2022 Supermarkets & other grocery (except convenience) stores	\$5,984,801	\$6,014,564	\$7,045,980	\$10,018,818
2022 Restaurant Expenditures	\$1,017,251	\$1,022,354	\$1,198,354	\$1,720,513
HOUSEHOLD EXPENDITURES				
Automotive				
2023 Gasoline (Household Average)	\$2,338	\$2,338	\$2,338	\$2,325
2023 Diesel fuel (Household Average)	\$84	\$84	\$84	\$81
2023 Gasoline on out-of-town trips (Household Average)	\$151	\$151	\$151	\$151
2023 Lube, oil change, and oil filters (Household Average)	\$124	\$124	\$124	\$124
2023 Maintenance and repairs (Household Average)	\$1,141	\$1,142	\$1,142	\$1,139
2023 Vehicle products and cleaning services (Household Average)	\$9	\$9	\$9	\$10
2023 Electric vehicle charging (Household Average)	\$1	\$1	\$1	\$1
Food/Alcohol/Tobacco				
2023 Food at home	\$6,354,050	\$6,386,063	\$7,487,641	\$10,622,260
2023 Food at home (Household Average)	\$5,983	\$5,985	\$5,985	\$6,008
2023 Food away from home (Household Average)	\$3,467	\$3,468	\$3,469	\$3,488
2023 Meals at restaurants, carry outs and other (Household Average)	\$2,964	\$2,965	\$2,965	\$2,980
2023 Breakfast and brunch (Household Average)	\$310	\$310	\$310	\$311
2023 Lunch (Household Average)	\$866	\$867	\$867	\$870
2023 Dinner (Household Average)	\$1,561	\$1,562	\$1,562	\$1,571
2023 Alcoholic beverages	\$639,255	\$642,499	\$753,687	\$1,078,716
2023 Alcoholic beverages (Household Average)	\$602	\$602	\$602	\$610
2023 At home (Household Average)	\$333	\$333	\$333	\$337
2023 Away from home (Household Average)	\$269	\$270	\$270	\$273
2023 Beer and ale	\$134,607	\$135,287	\$158,659	\$224,311
2023 Beer and ale (Household Average)	\$83	\$83	\$83	\$84
2023 Wine	\$157,315	\$158,115	\$185,506	\$267,593
2023 Wine (Household Average)	\$49	\$49	\$49	\$50
2023 Other alcoholic beverages	\$35,298	\$35,476	\$41,587	\$59,807
2023 Other alcoholic beverages (Household Average)	\$64	\$64	\$64	\$65
2023 Tobacco products and smoking supplies	\$416,610	\$418,686	\$490,546	\$685,499
2023 Tobacco products and smoking supplies (Household Average)	\$392	\$392	\$392	\$388
2023 Cigarettes	\$339,048	\$340,737	\$399,215	\$558,441
2023 Cigarettes (Household Average)	\$319	\$319	\$319	\$316
2023 Other tobacco products	\$73,016	\$73,380	\$85,983	\$119,491
2023 Other tobacco products (Household Average)	\$69	\$69	\$69	\$68
2023 Smoking accessories	\$4,546	\$4,569	\$5,347	\$7,567
2023 Smoking accessories (Household Average)	\$4	\$4	\$4	\$4

Full Demographic Report

Location:

Goodman Road and Fox Creek Drive

Olive Branch, Mississippi 38654

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
POPULATION OVERVIEW				
Population Trend				
2010 Total population	1,985	2,001	2,364	3,474
2020 Total population	2,911	2,937	3,498	4,819
2023 Total Population	3,229	3,259	3,885	5,402
2028 Total Population	3,444	3,476	4,143	5,791
% Population Change 2010 to 2020	46.6%	46.8%	48.0%	38.7%
% Population Change 2010 to 2023	62.7%	62.9%	64.3%	55.5%
% Population Change 2020 to 2028	18.3%	18.4%	18.4%	20.2%
% Population Change 2023 to 2028	6.7%	6.7%	6.6%	7.2%
2023 Race and Ethnicity				
% 2023 White alone	52.1%	52.1%	53.1%	55.5%
% 2023 Black or African American alone	36.6%	36.5%	35.5%	33.7%
% 2022 Asian alone	2.0%	2.0%	2.0%	2.0%
% 2023 Other Race - Population	9.4%	9.4%	9.4%	8.9%
Hispanic or Latino				
% 2023 Hispanic	5.7%	5.7%	5.6%	5.2%
% 2023 Not Hispanic	94.3%	94.3%	94.3%	94.8%
2023 Age Trend				
Total population: Median age	36	36	36	37
Male population: Median age	35	35	36	36
Female population: Median age	37	37	37	38
Age 19 and Under	32.1%	32.1%	32.2%	31.7%
Age 20 to 29	10.6%	10.5%	10.3%	10.0%
Age 30 to 39	12.7%	12.7%	12.7%	12.1%
Age 40 to 49	16.3%	16.3%	16.3%	16.3%
Age 50 to 64	18.0%	18.0%	18.0%	18.8%
Age 65 and Over	10.4%	10.4%	10.4%	11.2%
2023 Male Population				
% Male population	48.6%	48.5%	48.5%	48.6%
% Male population: Under 5 years	5.5%	5.5%	5.5%	5.4%
% Male population: 5 to 9 years	7.4%	7.5%	7.5%	7.4%
% Male population: 10 to 14 years	10.3%	10.4%	10.3%	10.0%
% Male population: 15 to 19 years	9.4%	9.4%	9.6%	9.6%
% Male population: 20 to 24 years	5.7%	5.8%	5.6%	5.7%
% Male population: 25 to 29 years	5.5%	5.5%	5.4%	4.8%
% Male population: 30 to 34 years	5.5%	5.6%	5.5%	5.3%
% Male population: 35 to 39 years	6.2%	6.2%	6.2%	5.9%
% Male population: 40 to 44 years	8.7%	8.7%	8.7%	8.3%
% Male population: 45 to 49 years	7.6%	7.6%	7.6%	7.8%
% Male population: 50 to 54 years	7.9%	7.9%	8.0%	7.8%

Full Demographic Report

Location:

Goodman Road and Fox Creek Drive

Olive Branch, Mississippi 38654

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
% Male population: 55 to 59 years	5.4%	5.4%	5.5%	5.7%
% Male population: 60 to 64 years	4.7%	4.7%	4.7%	5.3%
% Male population: 65 to 69 years	3.9%	3.9%	3.9%	4.2%
% Male population: 70 to 74 years	3.4%	3.4%	3.3%	3.7%
% Male population: 75 to 79 years	1.5%	1.5%	1.5%	1.7%
% Male population: 80 to 84 years	.6%	.6%	.6%	.6%
% Male population: 85 years and over	.6%	.6%	.7%	.6%
2023 Female Population				
% Female population	51.5%	51.5%	51.5%	51.4%
% Female population: Under 5 years	5.2%	5.2%	5.2%	5.0%
% Female population: 5 to 9 years	7.5%	7.5%	7.6%	7.3%
% Female population: 10 to 14 years	9.8%	9.8%	9.8%	9.8%
% Female population: 15 to 19 years	9.2%	9.2%	9.2%	8.9%
% Female population: 20 to 24 years	4.8%	4.7%	4.7%	4.8%
% Female population: 25 to 29 years	5.1%	5.1%	5.1%	4.6%
% Female population: 30 to 34 years	5.8%	5.8%	5.9%	5.6%
% Female population: 35 to 39 years	7.7%	7.7%	7.7%	7.3%
% Female population: 40 to 44 years	9.1%	9.1%	9.1%	9.0%
% Female population: 45 to 49 years	7.2%	7.3%	7.3%	7.5%
% Female population: 50 to 54 years	6.9%	6.9%	6.9%	7.0%
% Female population: 55 to 59 years	6.0%	6.0%	6.1%	6.4%
% Female population: 60 to 64 years	4.9%	4.9%	4.9%	5.3%
% Female population: 65 to 69 years	4.2%	4.2%	4.3%	4.5%
% Female population: 70 to 74 years	2.8%	2.8%	2.8%	2.9%
% Female population: 75 to 79 years	1.4%	1.4%	1.5%	1.8%
% Female population: 80 to 84 years	1.0%	1.0%	1.0%	.9%
% Female population: 85 years and over	1.3%	1.3%	1.3%	1.3%
HOUSEHOLD OVERVIEW				
Household Trend				
2010 HouseHolds	644	648	756	1,143
2020 HouseHolds	955	960	1,124	1,573
2023 Households	1,062	1,067	1,251	1,768
2028 Households	1,085	1,090	1,277	1,816
% Household Change 2010 to 2020	48.3%	48.1%	48.7%	37.6%
% Household Change 2010 to 2023	64.9%	64.7%	65.5%	54.7%
% Household Change 2020 to 2028	13.6%	13.5%	13.6%	15.4%
% Household Change 2023 to 2028	2.2%	2.2%	2.1%	2.7%
2023 Household Size				
Average household size	3.1	3.1	3.1	3.1
% Family households	81.6%	81.7%	81.8%	82.7%
% Nonfamily households	18.4%	18.4%	18.2%	17.3%

Full Demographic Report

Location:

Goodman Road and Fox Creek Drive

Olive Branch, Mississippi 38654

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
Household Income Trend				
2010 Median income	\$81,685	\$81,588	\$81,704	\$81,931
2020 Median income	\$101,178	\$101,174	\$101,383	\$101,333
2023 Median income	\$105,087	\$105,025	\$105,550	\$106,461
2028 Median income	\$117,499	\$117,529	\$118,338	\$123,585
% Median Income Change 2010 to 2020	23.9%	24.0%	24.1%	23.7%
% Median Income Change 2010 to 2023	28.6%	28.7%	29.2%	29.9%
% Median Income Change 2020 to 2028	16.1%	16.2%	16.7%	22.0%
% Median Income Change 2023 to 2028	11.8%	11.9%	12.1%	16.1%
2010 Household income: Average				
2010 Household income: Average	\$90,766	\$90,633	\$90,721	\$90,882
2020 Household income: Average				
2020 Household income: Average	\$104,597	\$104,578	\$104,740	\$107,987
2023 Household income: Average				
2023 Household income: Average	\$114,404	\$114,462	\$114,746	\$118,075
2028 Household income: Average				
2028 Household income: Average	\$145,080	\$145,178	\$145,772	\$147,908
2023 Household Income				
up to \$24,999	6.2%	6.3%	6.3%	6.2%
\$25,000 to \$49,999	12.6%	12.7%	12.8%	11.4%
\$50,000 to \$74,999	8.9%	8.9%	8.8%	9.2%
\$75,000 to \$124,999	43.6%	43.5%	42.6%	39.4%
\$125,000 to \$199,999	22.4%	22.4%	23.2%	27.5%
\$200,000 or more	6.2%	6.2%	6.2%	6.4%
Income Below \$75,000	27.8%	27.9%	27.9%	26.8%
Income \$75,000 to \$199,999	66.0%	65.9%	65.8%	66.9%
HOUSING UNITS OVERVIEW				
2023 Home Value				
Median Home Value	\$231,117	\$231,915	\$236,574	\$255,473
Average Home Value	\$238,932	\$238,960	\$240,145	\$261,001
2023 Occupancy				
Households	1,062	1,067	1,251	1,768
Owner occupied	87.8%	87.8%	87.8%	89.5%
Renter occupied	12.8%	12.8%	12.7%	10.7%
Occupancy by Number of Units				
1, detached	100.0%	100.0%	100.0%	100.0%
1, attached	.0%	.0%	.0%	.0%
2	.0%	.0%	.0%	.0%
3 or 4	.0%	.0%	.0%	.0%
5 to 9	.0%	.0%	.0%	.0%
10 to 19	.0%	.0%	.0%	.0%
20 to 49	.0%	.0%	.0%	.0%
50 or more	.0%	.0%	.0%	.0%
Mobile home	.0%	.0%	.0%	.0%
Boat, RV, van, etc.	.0%	.0%	.0%	.0%

Full Demographic Report

Location:

Goodman Road and Fox Creek Drive

Olive Branch, Mississippi 38654

	1 MILE RING 3.14 SQ/MI	1.25 MILE RING 4.91 SQ/MI	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI
2023 Occupation				
Workers 16 years and over	1,812	1,826	2,143	2,899
White collar	65.0%	65.1%	65.9%	66.9%
Blue collar	35.0%	34.9%	34.1%	33.1%
2023 Educational Attainment				
Population 25 years and over	2,024	2,042	2,432	3,407
No High School Diploma	4.2%	4.2%	4.5%	3.5%
High school graduate, GED, or alternative	29.4%	29.4%	28.6%	29.4%
College No Degree	23.2%	23.2%	22.9%	22.8%
College Degree	33.7%	33.6%	33.6%	33.4%
Advanced Degree	9.5%	9.6%	10.5%	10.9%
College or Advanced Degree	43.2%	43.3%	44.0%	44.3%
2023 Marital Status				
Population 15 years and over	2,493	2,515	2,994	4,187
Not Married	34.9%	35.0%	35.0%	36.2%
Married	65.0%	65.0%	65.0%	63.8%
Average Travel Time to Work Trend				
2010 Average Travel Time to Work in Minutes	28	28	28	28
2020 Average Travel Time to Work in Minutes	23	23	23	23
2023 Average Travel Time to Work in Minutes	23	23	23	23
Work at Home Trend				
% 2010 Workers 16+ years who work at home	5.5%	5.5%	5.5%	5.5%
% 2020 Workers 16+ years who work at home	5.4%	5.3%	5.0%	5.2%
% 2023 Workers 16+ years who work at home	5.4%	5.4%	5.0%	5.2%
Did Not Work at Home Trend				
% 2010 Workers 16+ years who did not work at	94.6%	94.5%	94.5%	94.5%
% 2020 Workers 16+ years who did not work at	94.6%	94.7%	95.0%	94.8%
% 2023 Workers 16+ years who did not work at	94.6%	94.6%	95.0%	94.8%
Mode of Transportation to Work				
Car, truck, or van - Drove alone	84.8%	84.8%	84.5%	83.4%
Car, truck, or van - Carpooled	15.2%	15.2%	15.5%	15.0%



Presented by:
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The contents of this study, including all projections, are based on information furnished by the client, customer and data collected by IMST in the field, and from other sources. IMST does not warrant that there have been no material changes in the data since generation, including merchantability and fitness for a particular purpose with regard to the study and all underlying data and analysis. IMST makes reasonable efforts to obtain all data for the study; however, market conditions are subject to change and these changes may significantly alter actual sales.

The completed study is not intended to provide a guarantee of actual business performance.

It is our understanding that the studied site has been thoroughly tested regarding potential contamination and no problems now exist that create negative environmental conditions.

If you should have any questions regarding this information, please call us at 281.398.0321.