

Demographic Summary	2024	2029
Population	202	199
Population 18+	178	178
Households	64	64
Median Household Income	\$51,122	\$60,464

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	119	66.9%	94
Went to Family Restaurant/Steak House 4+ Times/30 Days	47	26.4%	113
Spent \$1-30 at Family Restaurant/Steak House/30 Days	16	9.0%	151
Spent \$31-50 at Family Restaurant/Steak House/30 Days	12	6.7%	76
Spent \$51-100 at Family Restaurant/Steak House/30 Days	31	17.4%	109
Spent \$101-200 at Family Restaurant/Steak House/30 Days	13	7.3%	62
Spent \$201+ at Family Restaurant/Steak House/30 Days	12	6.7%	100
Spent \$1-100 at Fine Dining Restaurants/30 Days	7	3.9%	113
Spent \$101-200 at Fine Dining Restaurants/30 Days	6	3.4%	117
Spent \$201+ at Fine Dining Restaurants/30 Days	3	1.7%	60
Went for Breakfast at Family Restaurant/Steak House/6 Mo	24	13.5%	110
Went for Lunch at Family Restaurant/Steak House/6 Mo	35	19.7%	105
Went for Dinner at Family Restaurant/Steak House/6 Mo	68	38.2%	81
Went for Snacks at Family Restaurant/Steak House/6 Mo	2	1.1%	67
Went on Workday to Family Restaurant/Steak House/6 Mo	62	34.8%	107
Went on Weekend to Family Restaurant/Steak House/6 Mo	54	30.3%	76
Went to Applebee`s/6 Mo	27	15.2%	99
Went to Bob Evans/6 Mo	6	3.4%	138
Went to Buffalo Wild Wings/6 Mo	5	2.8%	31
Went to California Pizza Kitchen/6 Mo	3	1.7%	95
Went to Carrabba`s/6 Mo	6	3.4%	156
Went to The Cheesecake Factory/6 Mo	5	2.8%	40
Went to Chili`s Grill & Bar/6 Mo	12	6.7%	70
Went to Cracker Barrel/6 Mo	25	14.0%	128
Went to Denny`s/6 Mo	17	9.6%	142
Went to Golden Corral/6 Mo	13	7.3%	173
Went to IHOP/6 Mo	20	11.2%	145
Went to Logan`s Roadhouse/6 Mo	2	1.1%	59
Went to Longhorn Steakhouse/6 Mo	9	5.1%	81
Went to Olive Garden/6 Mo	29	16.3%	104
Went to Outback Steakhouse/6 Mo	16	9.0%	112
Went to Red Lobster/6 Mo	9	5.1%	68
Went to Red Robin/6 Mo	7	3.9%	72
Went to Ruby Tuesday/6 Mo	11	6.2%	350
Went to Texas Roadhouse/6 Mo	15	8.4%	65
Went to T.G.I. Friday`s/6 Mo	3	1.7%	68
Went to Waffle House/6 Mo	5	2.8%	53
Went to Fast Food/Drive-In Restaurant/6 Mo	159	89.3%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	59	33.1%	84
Spent \$1-10 at Fast Food Restaurant/30 Days	9	5.1%	142
Spent \$11-20 at Fast Food Restaurant/30 Days	14	7.9%	96
Spent \$21-40 at Fast Food Restaurant/30 Days	39	21.9%	136
Spent \$41-50 at Fast Food Restaurant/30 Days	18	10.1%	110
Spent \$51-100 at Fast Food Restaurant/30 Days	31	17.4%	85
Spent \$101-200 at Fast Food Restaurant/30 Days	19	10.7%	82
Spent \$201+ at Fast Food Restaurant/30 Days	6	3.4%	57
Ordered Eat-In Fast Food/6 Mo	52	29.2%	101

**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 2024 and 2029.

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	16	9.0%	70
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	84	47.2%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	32	18.0%	79
Bought Breakfast at Fast Food Restaurant/6 Mo	53	29.8%	83
Bought Lunch at Fast Food Restaurant/6 Mo	86	48.3%	90
Bought Dinner at Fast Food Restaurant/6 Mo	78	43.8%	80
Bought Snack at Fast Food Restaurant/6 Mo	14	7.9%	56
Bought from Fast Food Restaurant on Weekday/6 Mo	111	62.4%	94
Bought from Fast Food Restaurant on Weekend/6 Mo	77	43.3%	82
Bought A&W/6 Mo	2	1.1%	52
Bought Arby`s/6 Mo	28	15.7%	86
Bought Baskin-Robbins/6 Mo	3	1.7%	50
Bought Boston Market/6 Mo	2	1.1%	63
Bought Burger King/6 Mo	46	25.8%	95
Bought Captain D`s/6 Mo	3	1.7%	59
Bought Carl`s Jr./6 Mo	8	4.5%	95
Bought Checkers/6 Mo	4	2.2%	94
Bought Chick-Fil-A/6 Mo	45	25.3%	75
Bought Chipotle Mexican Grill/6 Mo	15	8.4%	49
Bought Chuck E. Cheese`s/6 Mo	1	0.6%	38
Bought Church`s Fried Chicken/6 Mo	8	4.5%	149
Bought Cold Stone Creamery/6 Mo	3	1.7%	55
Bought Dairy Queen/6 Mo	28	15.7%	100
Bought Del Taco/6 Mo	3	1.7%	47
Bought Domino`s Pizza/6 Mo	28	15.7%	94
Bought Dunkin` Donuts/6 Mo	18	10.1%	68
Bought Five Guys/6 Mo	11	6.2%	63
Bought Hardee`s/6 Mo	11	6.2%	124
Bought Jack in the Box/6 Mo	12	6.7%	99
Bought Jersey Mike`s/6 Mo	11	6.2%	73
Bought Jimmy John`s/6 Mo	5	2.8%	46
Bought KFC/6 Mo	26	14.6%	84
Bought Krispy Kreme Doughnuts/6 Mo	8	4.5%	67
Bought Little Caesars/6 Mo	12	6.7%	55
Bought Long John Silver`s/6 Mo	6	3.4%	130
Bought McDonald`s/6 Mo	87	48.9%	99
Bought Panda Express/6 Mo	20	11.2%	85
Bought Panera Bread/6 Mo	24	13.5%	100
Bought Papa John`s/6 Mo	11	6.2%	74
Bought Papa Murphy`s/6 Mo	13	7.3%	216
Bought Pizza Hut/6 Mo	14	7.9%	64
Bought Popeyes Chicken/6 Mo	14	7.9%	57
Bought Sonic Drive-In/6 Mo	17	9.6%	85
Bought Starbucks/6 Mo	24	13.5%	64
Bought Steak `N Shake/6 Mo	3	1.7%	59
Bought Subway/6 Mo	33	18.5%	82
Bought Taco Bell/6 Mo	44	24.7%	89
Bought Wendy`s/6 Mo	43	24.2%	90
Bought Whataburger/6 Mo	11	6.2%	103
Bought White Castle/6 Mo	3	1.7%	70
Bought Wing-Stop/6 Mo	2	1.1%	31

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Went to Fine Dining Restaurant/6 Mo	22	12.4%	80
Went to Fine Dining Restaurant/30 Days	18	10.1%	86
Went to Fine Dining Restaurant 2+ Times/30 Days	6	3.4%	61
Used DoorDash Site/App for Take-Out/Del/30 Days	5	2.8%	22
Used Grubhub Site/App for Take-Out/Del/30 Days	5	2.8%	61
Used Postmates Site/App for Take-Out/Del/30 Days	0	0.0%	0
Used Restrnt Site/App for Take-Out/Del/30 Days	25	14.0%	65
Used Uber Eats Site/App for Take-Out/Del/30 Days	4	2.2%	31
Used Yelp Site/App for Take-Out/Del/30 Days	2	1.1%	85

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