

Demographic Summary		2024	2029	
Population		6,690	6,524	
Population 18+		4,792	4,803	
Households		2,025	2,027	
Median Household Income		\$36,129	\$42,266	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		3,308	69.0%	97
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,170	24.4%	105
Spent \$1-30 at Family Restaurant/Steak House/30 Days		400	8.3%	140
Spent \$31-50 at Family Restaurant/Steak House/30 Days		489	10.2%	114
Spent \$51-100 at Family Restaurant/Steak House/30 Days		712	14.9%	93
Spent \$101-200 at Family Restaurant/Steak House/30 Days		475	9.9%	84
Spent \$201+ at Family Restaurant/Steak House/30 Days		217	4.5%	67
Spent \$1-100 at Fine Dining Restaurants/30 Days		151	3.2%	91
Spent \$101-200 at Fine Dining Restaurants/30 Days		78	1.6%	56
Spent \$201+ at Fine Dining Restaurants/30 Days		62	1.3%	46
Went for Breakfast at Family Restaurant/Steak House/6 Mo		545	11.4%	93
Went for Lunch at Family Restaurant/Steak House/6 Mo		931	19.4%	103
Went for Dinner at Family Restaurant/Steak House/6 Mo		1,978	41.3%	88
Went for Snacks at Family Restaurant/Steak House/6 Mo		83	1.7%	104
Went on Workday to Family Restaurant/Steak House/6 Mo		1,413	29.5%	91
Went on Weekend to Family Restaurant/Steak House/6 Mo		1,837	38.3%	96
Went to Applebee's/6 Mo		919	19.2%	125
Went to Bob Evans/6 Mo		189	3.9%	161
Went to Buffalo Wild Wings/6 Mo		433	9.0%	100
Went to California Pizza Kitchen/6 Mo		40	0.8%	47
Went to Carrabba's/6 Mo		86	1.8%	83
Went to The Cheesecake Factory/6 Mo		236	4.9%	70
Went to Chili's Grill & Bar/6 Mo		432	9.0%	93
Went to Cracker Barrel/6 Mo		761	15.9%	144
Went to Denny's/6 Mo		313	6.5%	97
Went to Golden Corral/6 Mo		408	8.5%	202
Went to IHOP/6 Mo		356	7.4%	96
Went to Logan's Roadhouse/6 Mo		159	3.3%	174
Went to Longhorn Steakhouse/6 Mo		394	8.2%	132
Went to Olive Garden/6 Mo		704	14.7%	93
Went to Outback Steakhouse/6 Mo		412	8.6%	107
Went to Red Lobster/6 Mo		434	9.1%	123
Went to Red Robin/6 Mo		163	3.4%	63
Went to Ruby Tuesday/6 Mo		166	3.5%	196
Went to Texas Roadhouse/6 Mo		672	14.0%	108
Went to T.G.I. Friday's/6 Mo		114	2.4%	96
Went to Waffle House/6 Mo		476	9.9%	188
Went to Fast Food/Drive-In Restaurant/6 Mo		4,320	90.2%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,102	43.9%	111
Spent \$1-10 at Fast Food Restaurant/30 Days		149	3.1%	87
Spent \$11-20 at Fast Food Restaurant/30 Days		380	7.9%	97
Spent \$21-40 at Fast Food Restaurant/30 Days		792	16.5%	103
Spent \$41-50 at Fast Food Restaurant/30 Days		436	9.1%	99
Spent \$51-100 at Fast Food Restaurant/30 Days		989	20.6%	101
Spent \$101-200 at Fast Food Restaurant/30 Days		679	14.2%	109
Spent \$201+ at Fast Food Restaurant/30 Days		258	5.4%	92
Ordered Eat-In Fast Food/6 Mo		1,299	27.1%	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 2024 and 2029.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	615	12.8%	99
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,607	54.4%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	914	19.1%	84
Bought Breakfast at Fast Food Restaurant/6 Mo	1,912	39.9%	111
Bought Lunch at Fast Food Restaurant/6 Mo	2,530	52.8%	98
Bought Dinner at Fast Food Restaurant/6 Mo	2,550	53.2%	98
Bought Snack at Fast Food Restaurant/6 Mo	594	12.4%	89
Bought from Fast Food Restaurant on Weekday/6 Mo	3,190	66.6%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	2,521	52.6%	100
Bought A&W/6 Mo	99	2.1%	95
Bought Arby`s/6 Mo	1,168	24.4%	134
Bought Baskin-Robbins/6 Mo	104	2.2%	65
Bought Boston Market/6 Mo	48	1.0%	56
Bought Burger King/6 Mo	1,709	35.7%	132
Bought Captain D`s/6 Mo	364	7.6%	265
Bought Carl`s Jr./6 Mo	110	2.3%	49
Bought Checkers/6 Mo	180	3.8%	158
Bought Chick-Fil-A/6 Mo	1,438	30.0%	90
Bought Chipotle Mexican Grill/6 Mo	496	10.4%	60
Bought Chuck E. Cheese`s/6 Mo	100	2.1%	140
Bought Church`s Fried Chicken/6 Mo	281	5.9%	194
Bought Cold Stone Creamery/6 Mo	112	2.3%	76
Bought Dairy Queen/6 Mo	914	19.1%	122
Bought Del Taco/6 Mo	65	1.4%	38
Bought Domino`s Pizza/6 Mo	920	19.2%	115
Bought Dunkin` Donuts/6 Mo	489	10.2%	69
Bought Five Guys/6 Mo	341	7.1%	72
Bought Hardee`s/6 Mo	513	10.7%	214
Bought Jack in the Box/6 Mo	181	3.8%	56
Bought Jersey Mike`s/6 Mo	290	6.1%	71
Bought Jimmy John`s/6 Mo	211	4.4%	72
Bought KFC/6 Mo	1,206	25.2%	145
Bought Krispy Kreme Doughnuts/6 Mo	359	7.5%	112
Bought Little Caesars/6 Mo	887	18.5%	152
Bought Long John Silver`s/6 Mo	272	5.7%	218
Bought McDonald`s/6 Mo	2,575	53.7%	108
Bought Panda Express/6 Mo	457	9.5%	73
Bought Panera Bread/6 Mo	405	8.5%	63
Bought Papa John`s/6 Mo	438	9.1%	110
Bought Papa Murphy`s/6 Mo	85	1.8%	52
Bought Pizza Hut/6 Mo	804	16.8%	135
Bought Popeyes Chicken/6 Mo	735	15.3%	111
Bought Sonic Drive-In/6 Mo	865	18.1%	160
Bought Starbucks/6 Mo	605	12.6%	60
Bought Steak `N Shake/6 Mo	167	3.5%	121
Bought Subway/6 Mo	1,330	27.8%	123
Bought Taco Bell/6 Mo	1,634	34.1%	123
Bought Wendy`s/6 Mo	1,567	32.7%	122
Bought Whataburger/6 Mo	286	6.0%	100
Bought White Castle/6 Mo	136	2.8%	118
Bought Wing-Stop/6 Mo	187	3.9%	106

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Went to Fine Dining Restaurant/6 Mo	493	10.3%	67
Went to Fine Dining Restaurant/30 Days	356	7.4%	64
Went to Fine Dining Restaurant 2+ Times/30 Days	156	3.3%	59
Used DoorDash Site/App for Take-Out/Del/30 Days	571	11.9%	95
Used Grubhub Site/App for Take-Out/Del/30 Days	157	3.3%	71
Used Postmates Site/App for Take-Out/Del/30 Days	27	0.6%	50
Used Restrnt Site/App for Take-Out/Del/30 Days	806	16.8%	77
Used Uber Eats Site/App for Take-Out/Del/30 Days	186	3.9%	54
Used Yelp Site/App for Take-Out/Del/30 Days	30	0.6%	47

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