

Demographic Summary		2024	2029	
Population		8,430	8,274	
Population 18+		6,297	6,292	
Households		3,037	3,064	
Median Household Income		\$53,782	\$62,315	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		4,461	70.8%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,504	23.9%	103
Spent \$1-30 at Family Restaurant/Steak House/30 Days		417	6.6%	111
Spent \$31-50 at Family Restaurant/Steak House/30 Days		562	8.9%	100
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,059	16.8%	105
Spent \$101-200 at Family Restaurant/Steak House/30 Days		692	11.0%	94
Spent \$201+ at Family Restaurant/Steak House/30 Days		381	6.1%	90
Spent \$1-100 at Fine Dining Restaurants/30 Days		236	3.7%	108
Spent \$101-200 at Fine Dining Restaurants/30 Days		145	2.3%	80
Spent \$201+ at Fine Dining Restaurants/30 Days		112	1.8%	63
Went for Breakfast at Family Restaurant/Steak House/6 Mo		787	12.5%	102
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,279	20.3%	108
Went for Dinner at Family Restaurant/Steak House/6 Mo		2,701	42.9%	91
Went for Snacks at Family Restaurant/Steak House/6 Mo		103	1.6%	98
Went on Workday to Family Restaurant/Steak House/6 Mo		2,060	32.7%	100
Went on Weekend to Family Restaurant/Steak House/6 Mo		2,314	36.7%	92
Went to Applebee's/6 Mo		1,005	16.0%	104
Went to Bob Evans/6 Mo		169	2.7%	110
Went to Buffalo Wild Wings/6 Mo		458	7.3%	81
Went to California Pizza Kitchen/6 Mo		85	1.3%	76
Went to Carrabba's/6 Mo		182	2.9%	134
Went to The Cheesecake Factory/6 Mo		326	5.2%	73
Went to Chili's Grill & Bar/6 Mo		626	9.9%	103
Went to Cracker Barrel/6 Mo		914	14.5%	132
Went to Denny's/6 Mo		527	8.4%	125
Went to Golden Corral/6 Mo		440	7.0%	166
Went to IHOP/6 Mo		595	9.4%	122
Went to Logan's Roadhouse/6 Mo		128	2.0%	107
Went to Longhorn Steakhouse/6 Mo		386	6.1%	98
Went to Olive Garden/6 Mo		1,060	16.8%	107
Went to Outback Steakhouse/6 Mo		549	8.7%	109
Went to Red Lobster/6 Mo		452	7.2%	97
Went to Red Robin/6 Mo		317	5.0%	93
Went to Ruby Tuesday/6 Mo		227	3.6%	204
Went to Texas Roadhouse/6 Mo		817	13.0%	100
Went to T.G.I. Friday's/6 Mo		156	2.5%	100
Went to Waffle House/6 Mo		374	5.9%	112
Went to Fast Food/Drive-In Restaurant/6 Mo		5,690	90.4%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,571	40.8%	103
Spent \$1-10 at Fast Food Restaurant/30 Days		225	3.6%	100
Spent \$11-20 at Fast Food Restaurant/30 Days		413	6.6%	80
Spent \$21-40 at Fast Food Restaurant/30 Days		1,107	17.6%	109
Spent \$41-50 at Fast Food Restaurant/30 Days		590	9.4%	102
Spent \$51-100 at Fast Food Restaurant/30 Days		1,324	21.0%	103
Spent \$101-200 at Fast Food Restaurant/30 Days		887	14.1%	109
Spent \$201+ at Fast Food Restaurant/30 Days		322	5.1%	87
Ordered Eat-In Fast Food/6 Mo		1,828	29.0%	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		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	781	12.4%	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,319	52.7%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,226	19.5%	86
Bought Breakfast at Fast Food Restaurant/6 Mo	2,265	36.0%	100
Bought Lunch at Fast Food Restaurant/6 Mo	3,356	53.3%	99
Bought Dinner at Fast Food Restaurant/6 Mo	3,228	51.3%	94
Bought Snack at Fast Food Restaurant/6 Mo	747	11.9%	85
Bought from Fast Food Restaurant on Weekday/6 Mo	4,089	64.9%	98
Bought from Fast Food Restaurant on Weekend/6 Mo	3,212	51.0%	97
Bought A&W/6 Mo	130	2.1%	95
Bought Arby`s/6 Mo	1,235	19.6%	108
Bought Baskin-Robbins/6 Mo	156	2.5%	74
Bought Boston Market/6 Mo	81	1.3%	72
Bought Burger King/6 Mo	1,868	29.7%	109
Bought Captain D`s/6 Mo	255	4.0%	141
Bought Carl`s Jr./6 Mo	313	5.0%	105
Bought Checkers/6 Mo	203	3.2%	135
Bought Chick-Fil-A/6 Mo	1,970	31.3%	93
Bought Chipotle Mexican Grill/6 Mo	772	12.3%	71
Bought Chuck E. Cheese`s/6 Mo	124	2.0%	132
Bought Church`s Fried Chicken/6 Mo	286	4.5%	150
Bought Cold Stone Creamery/6 Mo	155	2.5%	80
Bought Dairy Queen/6 Mo	1,147	18.2%	116
Bought Del Taco/6 Mo	170	2.7%	75
Bought Domino`s Pizza/6 Mo	1,198	19.0%	114
Bought Dunkin` Donuts/6 Mo	650	10.3%	70
Bought Five Guys/6 Mo	471	7.5%	76
Bought Hardee`s/6 Mo	402	6.4%	128
Bought Jack in the Box/6 Mo	538	8.5%	126
Bought Jersey Mike`s/6 Mo	397	6.3%	74
Bought Jimmy John`s/6 Mo	255	4.0%	66
Bought KFC/6 Mo	1,222	19.4%	112
Bought Krispy Kreme Doughnuts/6 Mo	400	6.4%	95
Bought Little Caesars/6 Mo	869	13.8%	113
Bought Long John Silver`s/6 Mo	263	4.2%	161
Bought McDonald`s/6 Mo	3,289	52.2%	105
Bought Panda Express/6 Mo	863	13.7%	104
Bought Panera Bread/6 Mo	673	10.7%	79
Bought Papa John`s/6 Mo	498	7.9%	95
Bought Papa Murphy`s/6 Mo	261	4.1%	122
Bought Pizza Hut/6 Mo	834	13.2%	107
Bought Popeyes Chicken/6 Mo	741	11.8%	85
Bought Sonic Drive-In/6 Mo	934	14.8%	132
Bought Starbucks/6 Mo	1,032	16.4%	77
Bought Steak `N Shake/6 Mo	145	2.3%	80
Bought Subway/6 Mo	1,496	23.8%	105
Bought Taco Bell/6 Mo	1,920	30.5%	110
Bought Wendy`s/6 Mo	1,782	28.3%	105
Bought Whataburger/6 Mo	590	9.4%	156
Bought White Castle/6 Mo	112	1.8%	74
Bought Wing-Stop/6 Mo	236	3.7%	102

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Went to Fine Dining Restaurant/6 Mo	745	11.8%	77
Went to Fine Dining Restaurant/30 Days	584	9.3%	79
Went to Fine Dining Restaurant 2+ Times/30 Days	239	3.8%	69
Used DoorDash Site/App for Take-Out/Del/30 Days	629	10.0%	79
Used Grubhub Site/App for Take-Out/Del/30 Days	177	2.8%	61
Used Postmates Site/App for Take-Out/Del/30 Days	44	0.7%	62
Used Restrnt Site/App for Take-Out/Del/30 Days	1,139	18.1%	83
Used Uber Eats Site/App for Take-Out/Del/30 Days	330	5.2%	73
Used Yelp Site/App for Take-Out/Del/30 Days	55	0.9%	66

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