

Demographic Summary		2024	2029	
Population		6,390	6,336	
Population 18+		4,888	4,975	
Households		1,941	1,961	
Median Household Income		\$51,386	\$58,545	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		3,576	73.2%	103
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,209	24.7%	106
Spent \$1-30 at Family Restaurant/Steak House/30 Days		453	9.3%	156
Spent \$31-50 at Family Restaurant/Steak House/30 Days		419	8.6%	96
Spent \$51-100 at Family Restaurant/Steak House/30 Days		786	16.1%	101
Spent \$101-200 at Family Restaurant/Steak House/30 Days		506	10.4%	88
Spent \$201+ at Family Restaurant/Steak House/30 Days		289	5.9%	88
Spent \$1-100 at Fine Dining Restaurants/30 Days		166	3.4%	98
Spent \$101-200 at Fine Dining Restaurants/30 Days		69	1.4%	49
Spent \$201+ at Fine Dining Restaurants/30 Days		60	1.2%	44
Went for Breakfast at Family Restaurant/Steak House/6 Mo		547	11.2%	91
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,104	22.6%	120
Went for Dinner at Family Restaurant/Steak House/6 Mo		2,121	43.4%	93
Went for Snacks at Family Restaurant/Steak House/6 Mo		113	2.3%	139
Went on Workday to Family Restaurant/Steak House/6 Mo		1,713	35.0%	108
Went on Weekend to Family Restaurant/Steak House/6 Mo		1,969	40.3%	101
Went to Applebee`s/6 Mo		748	15.3%	100
Went to Bob Evans/6 Mo		127	2.6%	106
Went to Buffalo Wild Wings/6 Mo		460	9.4%	105
Went to California Pizza Kitchen/6 Mo		35	0.7%	40
Went to Carrabba`s/6 Mo		82	1.7%	78
Went to The Cheesecake Factory/6 Mo		208	4.3%	60
Went to Chili`s Grill & Bar/6 Mo		510	10.4%	108
Went to Cracker Barrel/6 Mo		1,001	20.5%	186
Went to Denny`s/6 Mo		330	6.8%	101
Went to Golden Corral/6 Mo		451	9.2%	219
Went to IHOP/6 Mo		426	8.7%	113
Went to Logan`s Roadhouse/6 Mo		216	4.4%	232
Went to Longhorn Steakhouse/6 Mo		507	10.4%	166
Went to Olive Garden/6 Mo		797	16.3%	104
Went to Outback Steakhouse/6 Mo		381	7.8%	97
Went to Red Lobster/6 Mo		378	7.7%	105
Went to Red Robin/6 Mo		160	3.3%	60
Went to Ruby Tuesday/6 Mo		175	3.6%	203
Went to Texas Roadhouse/6 Mo		741	15.2%	117
Went to T.G.I. Friday`s/6 Mo		104	2.1%	86
Went to Waffle House/6 Mo		587	12.0%	227
Went to Fast Food/Drive-In Restaurant/6 Mo		4,500	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,171	44.4%	112
Spent \$1-10 at Fast Food Restaurant/30 Days		167	3.4%	96
Spent \$11-20 at Fast Food Restaurant/30 Days		428	8.8%	107
Spent \$21-40 at Fast Food Restaurant/30 Days		590	12.1%	75
Spent \$41-50 at Fast Food Restaurant/30 Days		403	8.2%	90
Spent \$51-100 at Fast Food Restaurant/30 Days		1,067	21.8%	106
Spent \$101-200 at Fast Food Restaurant/30 Days		817	16.7%	129
Spent \$201+ at Fast Food Restaurant/30 Days		315	6.4%	110
Ordered Eat-In Fast Food/6 Mo		1,570	32.1%	111

**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	526	10.8%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,917	59.7%	113
Ordered Take-Out/Walk-In Fast Food/6 Mo	807	16.5%	73
Bought Breakfast at Fast Food Restaurant/6 Mo	2,193	44.9%	125
Bought Lunch at Fast Food Restaurant/6 Mo	2,900	59.3%	110
Bought Dinner at Fast Food Restaurant/6 Mo	2,670	54.6%	100
Bought Snack at Fast Food Restaurant/6 Mo	684	14.0%	100
Bought from Fast Food Restaurant on Weekday/6 Mo	3,486	71.3%	108
Bought from Fast Food Restaurant on Weekend/6 Mo	2,556	52.3%	99
Bought A&W/6 Mo	82	1.7%	78
Bought Arby`s/6 Mo	1,252	25.6%	141
Bought Baskin-Robbins/6 Mo	98	2.0%	60
Bought Boston Market/6 Mo	38	0.8%	44
Bought Burger King/6 Mo	1,771	36.2%	134
Bought Captain D`s/6 Mo	439	9.0%	313
Bought Carl`s Jr./6 Mo	159	3.3%	69
Bought Checkers/6 Mo	158	3.2%	136
Bought Chick-Fil-A/6 Mo	1,647	33.7%	101
Bought Chipotle Mexican Grill/6 Mo	446	9.1%	53
Bought Chuck E. Cheese`s/6 Mo	96	2.0%	131
Bought Church`s Fried Chicken/6 Mo	243	5.0%	165
Bought Cold Stone Creamery/6 Mo	126	2.6%	83
Bought Dairy Queen/6 Mo	1,161	23.8%	151
Bought Del Taco/6 Mo	68	1.4%	39
Bought Domino`s Pizza/6 Mo	919	18.8%	112
Bought Dunkin` Donuts/6 Mo	441	9.0%	61
Bought Five Guys/6 Mo	315	6.4%	65
Bought Hardee`s/6 Mo	758	15.5%	311
Bought Jack in the Box/6 Mo	177	3.6%	53
Bought Jersey Mike`s/6 Mo	304	6.2%	73
Bought Jimmy John`s/6 Mo	200	4.1%	67
Bought KFC/6 Mo	1,122	23.0%	132
Bought Krispy Kreme Doughnuts/6 Mo	400	8.2%	123
Bought Little Caesars/6 Mo	967	19.8%	162
Bought Long John Silver`s/6 Mo	348	7.1%	274
Bought McDonald`s/6 Mo	2,619	53.6%	108
Bought Panda Express/6 Mo	510	10.4%	79
Bought Panera Bread/6 Mo	467	9.6%	71
Bought Papa John`s/6 Mo	444	9.1%	109
Bought Papa Murphy`s/6 Mo	152	3.1%	92
Bought Pizza Hut/6 Mo	958	19.6%	158
Bought Popeyes Chicken/6 Mo	771	15.8%	115
Bought Sonic Drive-In/6 Mo	1,109	22.7%	201
Bought Starbucks/6 Mo	685	14.0%	66
Bought Steak `N Shake/6 Mo	199	4.1%	142
Bought Subway/6 Mo	1,458	29.8%	132
Bought Taco Bell/6 Mo	1,722	35.2%	127
Bought Wendy`s/6 Mo	1,564	32.0%	119
Bought Whataburger/6 Mo	370	7.6%	126
Bought White Castle/6 Mo	77	1.6%	66
Bought Wing-Stop/6 Mo	209	4.3%	116

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Went to Fine Dining Restaurant/6 Mo	535	10.9%	71
Went to Fine Dining Restaurant/30 Days	375	7.7%	66
Went to Fine Dining Restaurant 2+ Times/30 Days	181	3.7%	67
Used DoorDash Site/App for Take-Out/Del/30 Days	482	9.9%	78
Used Grubhub Site/App for Take-Out/Del/30 Days	106	2.2%	47
Used Postmates Site/App for Take-Out/Del/30 Days	15	0.3%	27
Used Restrnt Site/App for Take-Out/Del/30 Days	749	15.3%	70
Used Uber Eats Site/App for Take-Out/Del/30 Days	104	2.1%	30
Used Yelp Site/App for Take-Out/Del/30 Days	31	0.6%	48

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