

Demographic Summary		2024	2029	
Population		967	1,063	
Population 18+		727	801	
Households		384	419	
Median Household Income		\$40,423	\$42,255	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		495	68.1%	95
Went to Family Restaurant/Steak House 4+ Times/30 Days		194	26.7%	115
Spent \$1-30 at Family Restaurant/Steak House/30 Days		48	6.6%	111
Spent \$31-50 at Family Restaurant/Steak House/30 Days		49	6.7%	76
Spent \$51-100 at Family Restaurant/Steak House/30 Days		121	16.6%	104
Spent \$101-200 at Family Restaurant/Steak House/30 Days		69	9.5%	81
Spent \$201+ at Family Restaurant/Steak House/30 Days		46	6.3%	94
Spent \$1-100 at Fine Dining Restaurants/30 Days		23	3.2%	91
Spent \$101-200 at Fine Dining Restaurants/30 Days		18	2.5%	86
Spent \$201+ at Fine Dining Restaurants/30 Days		11	1.5%	54
Went for Breakfast at Family Restaurant/Steak House/6 Mo		92	12.7%	103
Went for Lunch at Family Restaurant/Steak House/6 Mo		127	17.5%	93
Went for Dinner at Family Restaurant/Steak House/6 Mo		281	38.7%	82
Went for Snacks at Family Restaurant/Steak House/6 Mo		17	2.3%	140
Went on Workday to Family Restaurant/Steak House/6 Mo		221	30.4%	93
Went on Weekend to Family Restaurant/Steak House/6 Mo		246	33.8%	84
Went to Applebee`s/6 Mo		124	17.1%	112
Went to Bob Evans/6 Mo		22	3.0%	124
Went to Buffalo Wild Wings/6 Mo		48	6.6%	73
Went to California Pizza Kitchen/6 Mo		12	1.7%	93
Went to Carrabba`s/6 Mo		21	2.9%	134
Went to The Cheesecake Factory/6 Mo		33	4.5%	64
Went to Chili`s Grill & Bar/6 Mo		65	8.9%	93
Went to Cracker Barrel/6 Mo		85	11.7%	106
Went to Denny`s/6 Mo		67	9.2%	137
Went to Golden Corral/6 Mo		54	7.4%	176
Went to IHOP/6 Mo		65	8.9%	116
Went to Logan`s Roadhouse/6 Mo		10	1.4%	72
Went to Longhorn Steakhouse/6 Mo		41	5.6%	90
Went to Olive Garden/6 Mo		111	15.3%	97
Went to Outback Steakhouse/6 Mo		56	7.7%	96
Went to Red Lobster/6 Mo		57	7.8%	106
Went to Red Robin/6 Mo		30	4.1%	76
Went to Ruby Tuesday/6 Mo		30	4.1%	234
Went to Texas Roadhouse/6 Mo		81	11.1%	86
Went to T.G.I. Friday`s/6 Mo		18	2.5%	100
Went to Waffle House/6 Mo		39	5.4%	101
Went to Fast Food/Drive-In Restaurant/6 Mo		659	90.6%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		288	39.6%	100
Spent \$1-10 at Fast Food Restaurant/30 Days		28	3.9%	108
Spent \$11-20 at Fast Food Restaurant/30 Days		49	6.7%	83
Spent \$21-40 at Fast Food Restaurant/30 Days		135	18.6%	116
Spent \$41-50 at Fast Food Restaurant/30 Days		72	9.9%	108
Spent \$51-100 at Fast Food Restaurant/30 Days		142	19.5%	95
Spent \$101-200 at Fast Food Restaurant/30 Days		88	12.1%	93
Spent \$201+ at Fast Food Restaurant/30 Days		40	5.5%	94
Ordered Eat-In Fast Food/6 Mo		210	28.9%	100

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	102	14.0%	109
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	343	47.2%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	127	17.5%	77
Bought Breakfast at Fast Food Restaurant/6 Mo	236	32.5%	91
Bought Lunch at Fast Food Restaurant/6 Mo	333	45.8%	85
Bought Dinner at Fast Food Restaurant/6 Mo	348	47.9%	88
Bought Snack at Fast Food Restaurant/6 Mo	80	11.0%	79
Bought from Fast Food Restaurant on Weekday/6 Mo	426	58.6%	88
Bought from Fast Food Restaurant on Weekend/6 Mo	363	49.9%	95
Bought A&W/6 Mo	10	1.4%	64
Bought Arby`s/6 Mo	105	14.4%	79
Bought Baskin-Robbins/6 Mo	19	2.6%	78
Bought Boston Market/6 Mo	11	1.5%	85
Bought Burger King/6 Mo	200	27.5%	101
Bought Captain D`s/6 Mo	29	4.0%	139
Bought Carl`s Jr./6 Mo	39	5.4%	114
Bought Checkers/6 Mo	34	4.7%	196
Bought Chick-Fil-A/6 Mo	223	30.7%	92
Bought Chipotle Mexican Grill/6 Mo	82	11.3%	66
Bought Chuck E. Cheese`s/6 Mo	17	2.3%	156
Bought Church`s Fried Chicken/6 Mo	58	8.0%	264
Bought Cold Stone Creamery/6 Mo	16	2.2%	71
Bought Dairy Queen/6 Mo	111	15.3%	97
Bought Del Taco/6 Mo	14	1.9%	53
Bought Domino`s Pizza/6 Mo	139	19.1%	114
Bought Dunkin` Donuts/6 Mo	86	11.8%	80
Bought Five Guys/6 Mo	54	7.4%	75
Bought Hardee`s/6 Mo	38	5.2%	105
Bought Jack in the Box/6 Mo	61	8.4%	123
Bought Jersey Mike`s/6 Mo	41	5.6%	66
Bought Jimmy John`s/6 Mo	29	4.0%	65
Bought KFC/6 Mo	140	19.3%	111
Bought Krispy Kreme Doughnuts/6 Mo	54	7.4%	111
Bought Little Caesars/6 Mo	104	14.3%	117
Bought Long John Silver`s/6 Mo	30	4.1%	159
Bought McDonald`s/6 Mo	361	49.7%	100
Bought Panda Express/6 Mo	95	13.1%	99
Bought Panera Bread/6 Mo	77	10.6%	79
Bought Papa John`s/6 Mo	63	8.7%	104
Bought Papa Murphy`s/6 Mo	34	4.7%	138
Bought Pizza Hut/6 Mo	97	13.3%	108
Bought Popeyes Chicken/6 Mo	104	14.3%	104
Bought Sonic Drive-In/6 Mo	93	12.8%	114
Bought Starbucks/6 Mo	112	15.4%	73
Bought Steak `N Shake/6 Mo	14	1.9%	67
Bought Subway/6 Mo	152	20.9%	93
Bought Taco Bell/6 Mo	196	27.0%	97
Bought Wendy`s/6 Mo	190	26.1%	97
Bought Whataburger/6 Mo	74	10.2%	170
Bought White Castle/6 Mo	19	2.6%	109
Bought Wing-Stop/6 Mo	32	4.4%	120

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Went to Fine Dining Restaurant/6 Mo	82	11.3%	73
Went to Fine Dining Restaurant/30 Days	64	8.8%	75
Went to Fine Dining Restaurant 2+ Times/30 Days	24	3.3%	60
Used DoorDash Site/App for Take-Out/Del/30 Days	65	8.9%	71
Used Grubhub Site/App for Take-Out/Del/30 Days	33	4.5%	98
Used Postmates Site/App for Take-Out/Del/30 Days	7	1.0%	86
Used Restrnt Site/App for Take-Out/Del/30 Days	118	16.2%	75
Used Uber Eats Site/App for Take-Out/Del/30 Days	43	5.9%	82
Used Yelp Site/App for Take-Out/Del/30 Days	7	1.0%	73

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