

Demographic Summary		2024	2029	
Population		3,419	3,432	
Population 18+		2,328	2,419	
Households		880	908	
Median Household Income		\$51,961	\$61,375	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		1,654	71.0%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days		539	23.2%	99
Spent \$1-30 at Family Restaurant/Steak House/30 Days		99	4.3%	72
Spent \$31-50 at Family Restaurant/Steak House/30 Days		131	5.6%	63
Spent \$51-100 at Family Restaurant/Steak House/30 Days		407	17.5%	110
Spent \$101-200 at Family Restaurant/Steak House/30 Days		308	13.2%	113
Spent \$201+ at Family Restaurant/Steak House/30 Days		168	7.2%	108
Spent \$1-100 at Fine Dining Restaurants/30 Days		68	2.9%	84
Spent \$101-200 at Fine Dining Restaurants/30 Days		43	1.8%	64
Spent \$201+ at Fine Dining Restaurants/30 Days		38	1.6%	58
Went for Breakfast at Family Restaurant/Steak House/6 Mo		290	12.5%	102
Went for Lunch at Family Restaurant/Steak House/6 Mo		426	18.3%	97
Went for Dinner at Family Restaurant/Steak House/6 Mo		935	40.2%	86
Went for Snacks at Family Restaurant/Steak House/6 Mo		58	2.5%	150
Went on Workday to Family Restaurant/Steak House/6 Mo		527	22.6%	70
Went on Weekend to Family Restaurant/Steak House/6 Mo		971	41.7%	104
Went to Applebee's/6 Mo		329	14.1%	92
Went to Bob Evans/6 Mo		36	1.5%	63
Went to Buffalo Wild Wings/6 Mo		222	9.5%	106
Went to California Pizza Kitchen/6 Mo		25	1.1%	61
Went to Carrabba's/6 Mo		29	1.2%	58
Went to The Cheesecake Factory/6 Mo		122	5.2%	74
Went to Chili's Grill & Bar/6 Mo		320	13.7%	142
Went to Cracker Barrel/6 Mo		182	7.8%	71
Went to Denny's/6 Mo		294	12.6%	188
Went to Golden Corral/6 Mo		169	7.3%	172
Went to IHOP/6 Mo		169	7.3%	94
Went to Logan's Roadhouse/6 Mo		30	1.3%	68
Went to Longhorn Steakhouse/6 Mo		127	5.5%	87
Went to Olive Garden/6 Mo		425	18.3%	116
Went to Outback Steakhouse/6 Mo		125	5.4%	67
Went to Red Lobster/6 Mo		139	6.0%	81
Went to Red Robin/6 Mo		118	5.1%	93
Went to Ruby Tuesday/6 Mo		33	1.4%	80
Went to Texas Roadhouse/6 Mo		310	13.3%	103
Went to T.G.I. Friday's/6 Mo		43	1.8%	75
Went to Waffle House/6 Mo		127	5.5%	103
Went to Fast Food/Drive-In Restaurant/6 Mo		2,178	93.6%	103
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		1,074	46.1%	116
Spent \$1-10 at Fast Food Restaurant/30 Days		34	1.5%	41
Spent \$11-20 at Fast Food Restaurant/30 Days		88	3.8%	46
Spent \$21-40 at Fast Food Restaurant/30 Days		409	17.6%	109
Spent \$41-50 at Fast Food Restaurant/30 Days		180	7.7%	84
Spent \$51-100 at Fast Food Restaurant/30 Days		563	24.2%	118
Spent \$101-200 at Fast Food Restaurant/30 Days		359	15.4%	119
Spent \$201+ at Fast Food Restaurant/30 Days		193	8.3%	141
Ordered Eat-In Fast Food/6 Mo		785	33.7%	117

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	376	16.2%	125
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,080	46.4%	88
Ordered Take-Out/Walk-In Fast Food/6 Mo	339	14.6%	64
Bought Breakfast at Fast Food Restaurant/6 Mo	845	36.3%	101
Bought Lunch at Fast Food Restaurant/6 Mo	1,078	46.3%	86
Bought Dinner at Fast Food Restaurant/6 Mo	1,145	49.2%	90
Bought Snack at Fast Food Restaurant/6 Mo	260	11.2%	80
Bought from Fast Food Restaurant on Weekday/6 Mo	1,219	52.4%	79
Bought from Fast Food Restaurant on Weekend/6 Mo	1,430	61.4%	116
Bought A&W/6 Mo	25	1.1%	50
Bought Arby`s/6 Mo	214	9.2%	50
Bought Baskin-Robbins/6 Mo	88	3.8%	112
Bought Boston Market/6 Mo	27	1.2%	65
Bought Burger King/6 Mo	645	27.7%	102
Bought Captain D`s/6 Mo	38	1.6%	57
Bought Carl`s Jr./6 Mo	188	8.1%	171
Bought Checkers/6 Mo	37	1.6%	67
Bought Chick-Fil-A/6 Mo	860	36.9%	110
Bought Chipotle Mexican Grill/6 Mo	282	12.1%	71
Bought Chuck E. Cheese`s/6 Mo	82	3.5%	235
Bought Church`s Fried Chicken/6 Mo	247	10.6%	352
Bought Cold Stone Creamery/6 Mo	44	1.9%	61
Bought Dairy Queen/6 Mo	363	15.6%	99
Bought Del Taco/6 Mo	73	3.1%	87
Bought Domino`s Pizza/6 Mo	560	24.1%	144
Bought Dunkin` Donuts/6 Mo	195	8.4%	57
Bought Five Guys/6 Mo	154	6.6%	67
Bought Hardee`s/6 Mo	38	1.6%	33
Bought Jack in the Box/6 Mo	389	16.7%	246
Bought Jersey Mike`s/6 Mo	77	3.3%	39
Bought Jimmy John`s/6 Mo	63	2.7%	44
Bought KFC/6 Mo	455	19.5%	113
Bought Krispy Kreme Doughnuts/6 Mo	152	6.5%	98
Bought Little Caesars/6 Mo	595	25.6%	209
Bought Long John Silver`s/6 Mo	75	3.2%	124
Bought McDonald`s/6 Mo	1,215	52.2%	105
Bought Panda Express/6 Mo	527	22.6%	172
Bought Panera Bread/6 Mo	138	5.9%	44
Bought Papa John`s/6 Mo	153	6.6%	79
Bought Papa Murphy`s/6 Mo	48	2.1%	61
Bought Pizza Hut/6 Mo	439	18.9%	152
Bought Popeyes Chicken/6 Mo	340	14.6%	106
Bought Sonic Drive-In/6 Mo	322	13.8%	123
Bought Starbucks/6 Mo	514	22.1%	104
Bought Steak `N Shake/6 Mo	28	1.2%	42
Bought Subway/6 Mo	565	24.3%	107
Bought Taco Bell/6 Mo	540	23.2%	84
Bought Wendy`s/6 Mo	470	20.2%	75
Bought Whataburger/6 Mo	497	21.3%	357
Bought White Castle/6 Mo	33	1.4%	59
Bought Wing-Stop/6 Mo	172	7.4%	201

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Went to Fine Dining Restaurant/6 Mo	240	10.3%	67
Went to Fine Dining Restaurant/30 Days	176	7.6%	65
Went to Fine Dining Restaurant 2+ Times/30 Days	61	2.6%	48
Used DoorDash Site/App for Take-Out/Del/30 Days	275	11.8%	94
Used Grubhub Site/App for Take-Out/Del/30 Days	71	3.0%	66
Used Postmates Site/App for Take-Out/Del/30 Days	25	1.1%	96
Used Restrnt Site/App for Take-Out/Del/30 Days	356	15.3%	70
Used Uber Eats Site/App for Take-Out/Del/30 Days	235	10.1%	140
Used Yelp Site/App for Take-Out/Del/30 Days	31	1.3%	101

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