

Demographic Summary		2024	2029	
Population		856	847	
Population 18+		602	624	
Households		330	330	
Median Household Income		\$63,611	\$73,074	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		447	74.3%	104
Went to Family Restaurant/Steak House 4+ Times/30 Days		144	23.9%	103
Spent \$1-30 at Family Restaurant/Steak House/30 Days		43	7.1%	120
Spent \$31-50 at Family Restaurant/Steak House/30 Days		80	13.3%	149
Spent \$51-100 at Family Restaurant/Steak House/30 Days		106	17.6%	110
Spent \$101-200 at Family Restaurant/Steak House/30 Days		63	10.5%	89
Spent \$201+ at Family Restaurant/Steak House/30 Days		31	5.1%	77
Spent \$1-100 at Fine Dining Restaurants/30 Days		23	3.8%	110
Spent \$101-200 at Fine Dining Restaurants/30 Days		12	2.0%	69
Spent \$201+ at Fine Dining Restaurants/30 Days		8	1.3%	47
Went for Breakfast at Family Restaurant/Steak House/6 Mo		69	11.5%	93
Went for Lunch at Family Restaurant/Steak House/6 Mo		130	21.6%	115
Went for Dinner at Family Restaurant/Steak House/6 Mo		299	49.7%	106
Went for Snacks at Family Restaurant/Steak House/6 Mo		10	1.7%	100
Went on Workday to Family Restaurant/Steak House/6 Mo		211	35.0%	108
Went on Weekend to Family Restaurant/Steak House/6 Mo		234	38.9%	97
Went to Applebee's/6 Mo		100	16.6%	109
Went to Bob Evans/6 Mo		14	2.3%	95
Went to Buffalo Wild Wings/6 Mo		54	9.0%	100
Went to California Pizza Kitchen/6 Mo		7	1.2%	66
Went to Carrabba's/6 Mo		13	2.2%	100
Went to The Cheesecake Factory/6 Mo		30	5.0%	71
Went to Chili's Grill & Bar/6 Mo		64	10.6%	110
Went to Cracker Barrel/6 Mo		121	20.1%	183
Went to Denny's/6 Mo		37	6.1%	91
Went to Golden Corral/6 Mo		46	7.6%	181
Went to IHOP/6 Mo		56	9.3%	120
Went to Logan's Roadhouse/6 Mo		19	3.2%	165
Went to Longhorn Steakhouse/6 Mo		57	9.5%	152
Went to Olive Garden/6 Mo		104	17.3%	110
Went to Outback Steakhouse/6 Mo		56	9.3%	116
Went to Red Lobster/6 Mo		60	10.0%	135
Went to Red Robin/6 Mo		30	5.0%	92
Went to Ruby Tuesday/6 Mo		19	3.2%	179
Went to Texas Roadhouse/6 Mo		109	18.1%	140
Went to T.G.I. Friday's/6 Mo		14	2.3%	94
Went to Waffle House/6 Mo		60	10.0%	188
Went to Fast Food/Drive-In Restaurant/6 Mo		540	89.7%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		278	46.2%	117
Spent \$1-10 at Fast Food Restaurant/30 Days		14	2.3%	65
Spent \$11-20 at Fast Food Restaurant/30 Days		35	5.8%	71
Spent \$21-40 at Fast Food Restaurant/30 Days		97	16.1%	100
Spent \$41-50 at Fast Food Restaurant/30 Days		59	9.8%	107
Spent \$51-100 at Fast Food Restaurant/30 Days		145	24.1%	117
Spent \$101-200 at Fast Food Restaurant/30 Days		81	13.5%	104
Spent \$201+ at Fast Food Restaurant/30 Days		35	5.8%	99
Ordered Eat-In Fast Food/6 Mo		172	28.6%	99

**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	71	11.8%	91
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	355	59.0%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	105	17.4%	77
Bought Breakfast at Fast Food Restaurant/6 Mo	242	40.2%	112
Bought Lunch at Fast Food Restaurant/6 Mo	354	58.8%	109
Bought Dinner at Fast Food Restaurant/6 Mo	333	55.3%	102
Bought Snack at Fast Food Restaurant/6 Mo	85	14.1%	101
Bought from Fast Food Restaurant on Weekday/6 Mo	419	69.6%	105
Bought from Fast Food Restaurant on Weekend/6 Mo	317	52.7%	100
Bought A&W/6 Mo	18	3.0%	138
Bought Arby`s/6 Mo	165	27.4%	150
Bought Baskin-Robbins/6 Mo	14	2.3%	69
Bought Boston Market/6 Mo	7	1.2%	65
Bought Burger King/6 Mo	191	31.7%	117
Bought Captain D`s/6 Mo	41	6.8%	237
Bought Carl`s Jr./6 Mo	22	3.7%	78
Bought Checkers/6 Mo	31	5.1%	216
Bought Chick-Fil-A/6 Mo	218	36.2%	108
Bought Chipotle Mexican Grill/6 Mo	59	9.8%	57
Bought Chuck E. Cheese`s/6 Mo	11	1.8%	122
Bought Church`s Fried Chicken/6 Mo	31	5.1%	171
Bought Cold Stone Creamery/6 Mo	21	3.5%	113
Bought Dairy Queen/6 Mo	143	23.8%	151
Bought Del Taco/6 Mo	12	2.0%	55
Bought Domino`s Pizza/6 Mo	119	19.8%	118
Bought Dunkin` Donuts/6 Mo	57	9.5%	64
Bought Five Guys/6 Mo	58	9.6%	98
Bought Hardee`s/6 Mo	69	11.5%	230
Bought Jack in the Box/6 Mo	37	6.1%	90
Bought Jersey Mike`s/6 Mo	40	6.6%	78
Bought Jimmy John`s/6 Mo	27	4.5%	73
Bought KFC/6 Mo	138	22.9%	132
Bought Krispy Kreme Doughnuts/6 Mo	55	9.1%	137
Bought Little Caesars/6 Mo	92	15.3%	125
Bought Long John Silver`s/6 Mo	37	6.1%	236
Bought McDonald`s/6 Mo	335	55.6%	112
Bought Panda Express/6 Mo	79	13.1%	100
Bought Panera Bread/6 Mo	61	10.1%	75
Bought Papa John`s/6 Mo	60	10.0%	120
Bought Papa Murphy`s/6 Mo	14	2.3%	69
Bought Pizza Hut/6 Mo	99	16.4%	133
Bought Popeyes Chicken/6 Mo	78	13.0%	94
Bought Sonic Drive-In/6 Mo	121	20.1%	178
Bought Starbucks/6 Mo	94	15.6%	74
Bought Steak `N Shake/6 Mo	22	3.7%	127
Bought Subway/6 Mo	158	26.2%	116
Bought Taco Bell/6 Mo	213	35.4%	128
Bought Wendy`s/6 Mo	199	33.1%	123
Bought Whataburger/6 Mo	52	8.6%	144
Bought White Castle/6 Mo	6	1.0%	42
Bought Wing-Stop/6 Mo	18	3.0%	81

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Went to Fine Dining Restaurant/6 Mo	70	11.6%	75
Went to Fine Dining Restaurant/30 Days	54	9.0%	77
Went to Fine Dining Restaurant 2+ Times/30 Days	25	4.2%	76
Used DoorDash Site/App for Take-Out/Del/30 Days	68	11.3%	90
Used Grubhub Site/App for Take-Out/Del/30 Days	15	2.5%	54
Used Postmates Site/App for Take-Out/Del/30 Days	5	0.8%	74
Used Restrnt Site/App for Take-Out/Del/30 Days	147	24.4%	112
Used Uber Eats Site/App for Take-Out/Del/30 Days	21	3.5%	48
Used Yelp Site/App for Take-Out/Del/30 Days	5	0.8%	63

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