

Demographic Summary		2024	2029	
Population		1,701	2,361	
Population 18+		1,390	1,971	
Households		664	993	
Median Household Income		\$65,233	\$75,052	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		1,011	72.7%	102
Went to Family Restaurant/Steak House 4+ Times/30 Days		369	26.5%	114
Spent \$1-30 at Family Restaurant/Steak House/30 Days		101	7.3%	122
Spent \$31-50 at Family Restaurant/Steak House/30 Days		153	11.0%	124
Spent \$51-100 at Family Restaurant/Steak House/30 Days		235	16.9%	106
Spent \$101-200 at Family Restaurant/Steak House/30 Days		164	11.8%	101
Spent \$201+ at Family Restaurant/Steak House/30 Days		85	6.1%	91
Spent \$1-100 at Fine Dining Restaurants/30 Days		58	4.2%	120
Spent \$101-200 at Fine Dining Restaurants/30 Days		32	2.3%	80
Spent \$201+ at Fine Dining Restaurants/30 Days		28	2.0%	72
Went for Breakfast at Family Restaurant/Steak House/6 Mo		218	15.7%	128
Went for Lunch at Family Restaurant/Steak House/6 Mo		325	23.4%	124
Went for Dinner at Family Restaurant/Steak House/6 Mo		657	47.3%	101
Went for Snacks at Family Restaurant/Steak House/6 Mo		25	1.8%	108
Went on Workday to Family Restaurant/Steak House/6 Mo		581	41.8%	128
Went on Weekend to Family Restaurant/Steak House/6 Mo		494	35.5%	89
Went to Applebee`s/6 Mo		229	16.5%	108
Went to Bob Evans/6 Mo		56	4.0%	165
Went to Buffalo Wild Wings/6 Mo		90	6.5%	72
Went to California Pizza Kitchen/6 Mo		17	1.2%	69
Went to Carrabba`s/6 Mo		48	3.5%	160
Went to The Cheesecake Factory/6 Mo		68	4.9%	69
Went to Chili`s Grill & Bar/6 Mo		133	9.6%	99
Went to Cracker Barrel/6 Mo		244	17.6%	159
Went to Denny`s/6 Mo		111	8.0%	119
Went to Golden Corral/6 Mo		91	6.5%	155
Went to IHOP/6 Mo		123	8.8%	114
Went to Logan`s Roadhouse/6 Mo		27	1.9%	102
Went to Longhorn Steakhouse/6 Mo		112	8.1%	129
Went to Olive Garden/6 Mo		240	17.3%	110
Went to Outback Steakhouse/6 Mo		132	9.5%	118
Went to Red Lobster/6 Mo		120	8.6%	117
Went to Red Robin/6 Mo		54	3.9%	71
Went to Ruby Tuesday/6 Mo		51	3.7%	208
Went to Texas Roadhouse/6 Mo		210	15.1%	117
Went to T.G.I. Friday`s/6 Mo		26	1.9%	76
Went to Waffle House/6 Mo		90	6.5%	122
Went to Fast Food/Drive-In Restaurant/6 Mo		1,237	89.0%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		527	37.9%	96
Spent \$1-10 at Fast Food Restaurant/30 Days		61	4.4%	123
Spent \$11-20 at Fast Food Restaurant/30 Days		105	7.6%	93
Spent \$21-40 at Fast Food Restaurant/30 Days		235	16.9%	105
Spent \$41-50 at Fast Food Restaurant/30 Days		133	9.6%	104
Spent \$51-100 at Fast Food Restaurant/30 Days		284	20.4%	100
Spent \$101-200 at Fast Food Restaurant/30 Days		168	12.1%	93
Spent \$201+ at Fast Food Restaurant/30 Days		65	4.7%	80
Ordered Eat-In Fast Food/6 Mo		429	30.9%	107

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	127	9.1%	71
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	767	55.2%	105
Ordered Take-Out/Walk-In Fast Food/6 Mo	253	18.2%	80
Bought Breakfast at Fast Food Restaurant/6 Mo	506	36.4%	102
Bought Lunch at Fast Food Restaurant/6 Mo	805	57.9%	108
Bought Dinner at Fast Food Restaurant/6 Mo	690	49.6%	91
Bought Snack at Fast Food Restaurant/6 Mo	170	12.2%	87
Bought from Fast Food Restaurant on Weekday/6 Mo	961	69.1%	104
Bought from Fast Food Restaurant on Weekend/6 Mo	635	45.7%	86
Bought A&W/6 Mo	39	2.8%	130
Bought Arby`s/6 Mo	335	24.1%	132
Bought Baskin-Robbins/6 Mo	27	1.9%	58
Bought Boston Market/6 Mo	14	1.0%	56
Bought Burger King/6 Mo	414	29.8%	110
Bought Captain D`s/6 Mo	63	4.5%	158
Bought Carl`s Jr./6 Mo	50	3.6%	76
Bought Checkers/6 Mo	51	3.7%	154
Bought Chick-Fil-A/6 Mo	395	28.4%	85
Bought Chipotle Mexican Grill/6 Mo	136	9.8%	57
Bought Chuck E. Cheese`s/6 Mo	17	1.2%	82
Bought Church`s Fried Chicken/6 Mo	45	3.2%	107
Bought Cold Stone Creamery/6 Mo	36	2.6%	84
Bought Dairy Queen/6 Mo	290	20.9%	133
Bought Del Taco/6 Mo	35	2.5%	70
Bought Domino`s Pizza/6 Mo	211	15.2%	91
Bought Dunkin` Donuts/6 Mo	148	10.6%	72
Bought Five Guys/6 Mo	110	7.9%	80
Bought Hardee`s/6 Mo	114	8.2%	164
Bought Jack in the Box/6 Mo	73	5.3%	77
Bought Jersey Mike`s/6 Mo	127	9.1%	108
Bought Jimmy John`s/6 Mo	65	4.7%	76
Bought KFC/6 Mo	291	20.9%	121
Bought Krispy Kreme Doughnuts/6 Mo	82	5.9%	88
Bought Little Caesars/6 Mo	158	11.4%	93
Bought Long John Silver`s/6 Mo	50	3.6%	138
Bought McDonald`s/6 Mo	709	51.0%	103
Bought Panda Express/6 Mo	149	10.7%	82
Bought Panera Bread/6 Mo	184	13.2%	98
Bought Papa John`s/6 Mo	116	8.3%	101
Bought Papa Murphy`s/6 Mo	69	5.0%	147
Bought Pizza Hut/6 Mo	190	13.7%	110
Bought Popeyes Chicken/6 Mo	169	12.2%	88
Bought Sonic Drive-In/6 Mo	194	14.0%	124
Bought Starbucks/6 Mo	206	14.8%	70
Bought Steak `N Shake/6 Mo	39	2.8%	98
Bought Subway/6 Mo	341	24.5%	109
Bought Taco Bell/6 Mo	409	29.4%	106
Bought Wendy`s/6 Mo	399	28.7%	107
Bought Whataburger/6 Mo	81	5.8%	97
Bought White Castle/6 Mo	20	1.4%	60
Bought Wing-Stop/6 Mo	29	2.1%	57

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Went to Fine Dining Restaurant/6 Mo	190	13.7%	89
Went to Fine Dining Restaurant/30 Days	150	10.8%	92
Went to Fine Dining Restaurant 2+ Times/30 Days	71	5.1%	93
Used DoorDash Site/App for Take-Out/Del/30 Days	107	7.7%	61
Used Grubhub Site/App for Take-Out/Del/30 Days	35	2.5%	55
Used Postmates Site/App for Take-Out/Del/30 Days	7	0.5%	45
Used Restrnt Site/App for Take-Out/Del/30 Days	274	19.7%	91
Used Uber Eats Site/App for Take-Out/Del/30 Days	41	2.9%	41
Used Yelp Site/App for Take-Out/Del/30 Days	11	0.8%	60

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