

Demographic Summary		2024	2029	
Population		126	125	
Population 18+		107	108	
Households		37	37	
Median Household Income		\$57,217	\$69,186	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		72	67.3%	94
Went to Family Restaurant/Steak House 4+ Times/30 Days		28	26.2%	112
Spent \$1-30 at Family Restaurant/Steak House/30 Days		9	8.4%	142
Spent \$31-50 at Family Restaurant/Steak House/30 Days		7	6.5%	73
Spent \$51-100 at Family Restaurant/Steak House/30 Days		19	17.8%	111
Spent \$101-200 at Family Restaurant/Steak House/30 Days		8	7.5%	64
Spent \$201+ at Family Restaurant/Steak House/30 Days		7	6.5%	97
Spent \$1-100 at Fine Dining Restaurants/30 Days		4	3.7%	108
Spent \$101-200 at Fine Dining Restaurants/30 Days		3	2.8%	97
Spent \$201+ at Fine Dining Restaurants/30 Days		2	1.9%	67
Went for Breakfast at Family Restaurant/Steak House/6 Mo		15	14.0%	114
Went for Lunch at Family Restaurant/Steak House/6 Mo		21	19.6%	104
Went for Dinner at Family Restaurant/Steak House/6 Mo		41	38.3%	82
Went for Snacks at Family Restaurant/Steak House/6 Mo		1	0.9%	56
Went on Workday to Family Restaurant/Steak House/6 Mo		37	34.6%	106
Went on Weekend to Family Restaurant/Steak House/6 Mo		32	29.9%	75
Went to Applebee`s/6 Mo		16	15.0%	98
Went to Bob Evans/6 Mo		4	3.7%	153
Went to Buffalo Wild Wings/6 Mo		3	2.8%	31
Went to California Pizza Kitchen/6 Mo		2	1.9%	106
Went to Carrabba`s/6 Mo		4	3.7%	173
Went to The Cheesecake Factory/6 Mo		3	2.8%	40
Went to Chili`s Grill & Bar/6 Mo		7	6.5%	68
Went to Cracker Barrel/6 Mo		15	14.0%	127
Went to Denny`s/6 Mo		10	9.3%	139
Went to Golden Corral/6 Mo		8	7.5%	178
Went to IHOP/6 Mo		12	11.2%	145
Went to Logan`s Roadhouse/6 Mo		1	0.9%	49
Went to Longhorn Steakhouse/6 Mo		6	5.6%	90
Went to Olive Garden/6 Mo		17	15.9%	101
Went to Outback Steakhouse/6 Mo		10	9.3%	116
Went to Red Lobster/6 Mo		6	5.6%	76
Went to Red Robin/6 Mo		4	3.7%	69
Went to Ruby Tuesday/6 Mo		6	5.6%	318
Went to Texas Roadhouse/6 Mo		9	8.4%	65
Went to T.G.I. Friday`s/6 Mo		2	1.9%	75
Went to Waffle House/6 Mo		3	2.8%	53
Went to Fast Food/Drive-In Restaurant/6 Mo		96	89.7%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		36	33.6%	85
Spent \$1-10 at Fast Food Restaurant/30 Days		5	4.7%	131
Spent \$11-20 at Fast Food Restaurant/30 Days		9	8.4%	103
Spent \$21-40 at Fast Food Restaurant/30 Days		24	22.4%	140
Spent \$41-50 at Fast Food Restaurant/30 Days		11	10.3%	112
Spent \$51-100 at Fast Food Restaurant/30 Days		18	16.8%	82
Spent \$101-200 at Fast Food Restaurant/30 Days		11	10.3%	79
Spent \$201+ at Fast Food Restaurant/30 Days		4	3.7%	64
Ordered Eat-In Fast Food/6 Mo		32	29.9%	104

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	9	8.4%	65
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	50	46.7%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	19	17.8%	78
Bought Breakfast at Fast Food Restaurant/6 Mo	32	29.9%	83
Bought Lunch at Fast Food Restaurant/6 Mo	51	47.7%	89
Bought Dinner at Fast Food Restaurant/6 Mo	47	43.9%	81
Bought Snack at Fast Food Restaurant/6 Mo	8	7.5%	53
Bought from Fast Food Restaurant on Weekday/6 Mo	67	62.6%	95
Bought from Fast Food Restaurant on Weekend/6 Mo	46	43.0%	81
Bought A&W/6 Mo	1	0.9%	43
Bought Arby`s/6 Mo	17	15.9%	87
Bought Baskin-Robbins/6 Mo	2	1.9%	56
Bought Boston Market/6 Mo	1	0.9%	52
Bought Burger King/6 Mo	28	26.2%	97
Bought Captain D`s/6 Mo	2	1.9%	65
Bought Carl`s Jr./6 Mo	5	4.7%	99
Bought Checkers/6 Mo	3	2.8%	118
Bought Chick-Fil-A/6 Mo	27	25.2%	75
Bought Chipotle Mexican Grill/6 Mo	9	8.4%	49
Bought Chuck E. Cheese`s/6 Mo	1	0.9%	62
Bought Church`s Fried Chicken/6 Mo	5	4.7%	155
Bought Cold Stone Creamery/6 Mo	2	1.9%	61
Bought Dairy Queen/6 Mo	17	15.9%	101
Bought Del Taco/6 Mo	2	1.9%	52
Bought Domino`s Pizza/6 Mo	17	15.9%	95
Bought Dunkin` Donuts/6 Mo	11	10.3%	69
Bought Five Guys/6 Mo	7	6.5%	66
Bought Hardee`s/6 Mo	7	6.5%	131
Bought Jack in the Box/6 Mo	7	6.5%	96
Bought Jersey Mike`s/6 Mo	7	6.5%	77
Bought Jimmy John`s/6 Mo	3	2.8%	46
Bought KFC/6 Mo	16	15.0%	86
Bought Krispy Kreme Doughnuts/6 Mo	5	4.7%	70
Bought Little Caesars/6 Mo	7	6.5%	54
Bought Long John Silver`s/6 Mo	3	2.8%	108
Bought McDonald`s/6 Mo	52	48.6%	98
Bought Panda Express/6 Mo	12	11.2%	85
Bought Panera Bread/6 Mo	15	14.0%	104
Bought Papa John`s/6 Mo	6	5.6%	68
Bought Papa Murphy`s/6 Mo	8	7.5%	221
Bought Pizza Hut/6 Mo	9	8.4%	68
Bought Popeyes Chicken/6 Mo	8	7.5%	54
Bought Sonic Drive-In/6 Mo	10	9.3%	83
Bought Starbucks/6 Mo	15	14.0%	66
Bought Steak `N Shake/6 Mo	2	1.9%	65
Bought Subway/6 Mo	20	18.7%	83
Bought Taco Bell/6 Mo	26	24.3%	88
Bought Wendy`s/6 Mo	26	24.3%	90
Bought Whataburger/6 Mo	7	6.5%	109
Bought White Castle/6 Mo	2	1.9%	78
Bought Wing-Stop/6 Mo	1	0.9%	25

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.

Went to Fine Dining Restaurant/6 Mo	13	12.1%	79
Went to Fine Dining Restaurant/30 Days	11	10.3%	88
Went to Fine Dining Restaurant 2+ Times/30 Days	4	3.7%	68
Used DoorDash Site/App for Take-Out/Del/30 Days	3	2.8%	22
Used Grubhub Site/App for Take-Out/Del/30 Days	3	2.8%	61
Used Postmates Site/App for Take-Out/Del/30 Days	0	0.0%	0
Used Restrnt Site/App for Take-Out/Del/30 Days	15	14.0%	64
Used Uber Eats Site/App for Take-Out/Del/30 Days	2	1.9%	26
Used Yelp Site/App for Take-Out/Del/30 Days	1	0.9%	71

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.