

Demographic Summary		2024	2029	
Population		14,447	14,393	
Population 18+		9,659	9,839	
Households		3,533	3,561	
Median Household Income		\$43,045	\$53,647	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		6,807	70.5%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days		2,369	24.5%	105
Spent \$1-30 at Family Restaurant/Steak House/30 Days		622	6.4%	108
Spent \$31-50 at Family Restaurant/Steak House/30 Days		781	8.1%	91
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,517	15.7%	98
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,108	11.5%	98
Spent \$201+ at Family Restaurant/Steak House/30 Days		566	5.9%	87
Spent \$1-100 at Fine Dining Restaurants/30 Days		322	3.3%	96
Spent \$101-200 at Fine Dining Restaurants/30 Days		172	1.8%	62
Spent \$201+ at Fine Dining Restaurants/30 Days		132	1.4%	49
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,235	12.8%	104
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,863	19.3%	103
Went for Dinner at Family Restaurant/Steak House/6 Mo		3,954	40.9%	87
Went for Snacks at Family Restaurant/Steak House/6 Mo		235	2.4%	146
Went on Workday to Family Restaurant/Steak House/6 Mo		2,775	28.7%	88
Went on Weekend to Family Restaurant/Steak House/6 Mo		3,668	38.0%	95
Went to Applebee's/6 Mo		1,741	18.0%	118
Went to Bob Evans/6 Mo		342	3.5%	145
Went to Buffalo Wild Wings/6 Mo		814	8.4%	94
Went to California Pizza Kitchen/6 Mo		109	1.1%	64
Went to Carrabba's/6 Mo		110	1.1%	53
Went to The Cheesecake Factory/6 Mo		558	5.8%	82
Went to Chili's Grill & Bar/6 Mo		1,055	10.9%	113
Went to Cracker Barrel/6 Mo		1,060	11.0%	100
Went to Denny's/6 Mo		833	8.6%	128
Went to Golden Corral/6 Mo		725	7.5%	178
Went to IHOP/6 Mo		740	7.7%	99
Went to Logan's Roadhouse/6 Mo		233	2.4%	126
Went to Longhorn Steakhouse/6 Mo		611	6.3%	101
Went to Olive Garden/6 Mo		1,582	16.4%	104
Went to Outback Steakhouse/6 Mo		646	6.7%	83
Went to Red Lobster/6 Mo		898	9.3%	126
Went to Red Robin/6 Mo		413	4.3%	79
Went to Ruby Tuesday/6 Mo		277	2.9%	163
Went to Texas Roadhouse/6 Mo		1,344	13.9%	108
Went to T.G.I. Friday's/6 Mo		213	2.2%	89
Went to Waffle House/6 Mo		824	8.5%	161
Went to Fast Food/Drive-In Restaurant/6 Mo		8,794	91.0%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		4,320	44.7%	113
Spent \$1-10 at Fast Food Restaurant/30 Days		180	1.9%	52
Spent \$11-20 at Fast Food Restaurant/30 Days		637	6.6%	81
Spent \$21-40 at Fast Food Restaurant/30 Days		1,629	16.9%	105
Spent \$41-50 at Fast Food Restaurant/30 Days		840	8.7%	95
Spent \$51-100 at Fast Food Restaurant/30 Days		2,227	23.1%	112
Spent \$101-200 at Fast Food Restaurant/30 Days		1,308	13.5%	104
Spent \$201+ at Fast Food Restaurant/30 Days		579	6.0%	102
Ordered Eat-In Fast Food/6 Mo		2,903	30.1%	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		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	1,515	15.7%	121
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,916	50.9%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,478	15.3%	67
Bought Breakfast at Fast Food Restaurant/6 Mo	3,782	39.2%	109
Bought Lunch at Fast Food Restaurant/6 Mo	4,687	48.5%	90
Bought Dinner at Fast Food Restaurant/6 Mo	5,071	52.5%	96
Bought Snack at Fast Food Restaurant/6 Mo	1,197	12.4%	89
Bought from Fast Food Restaurant on Weekday/6 Mo	5,800	60.0%	91
Bought from Fast Food Restaurant on Weekend/6 Mo	5,429	56.2%	106
Bought A&W/6 Mo	174	1.8%	83
Bought Arby`s/6 Mo	1,561	16.2%	89
Bought Baskin-Robbins/6 Mo	243	2.5%	75
Bought Boston Market/6 Mo	123	1.3%	71
Bought Burger King/6 Mo	3,059	31.7%	117
Bought Captain D`s/6 Mo	500	5.2%	181
Bought Carl`s Jr./6 Mo	487	5.0%	107
Bought Checkers/6 Mo	424	4.4%	184
Bought Chick-Fil-A/6 Mo	3,340	34.6%	103
Bought Chipotle Mexican Grill/6 Mo	1,022	10.6%	62
Bought Chuck E. Cheese`s/6 Mo	298	3.1%	206
Bought Church`s Fried Chicken/6 Mo	994	10.3%	341
Bought Cold Stone Creamery/6 Mo	240	2.5%	80
Bought Dairy Queen/6 Mo	1,716	17.8%	113
Bought Del Taco/6 Mo	207	2.1%	59
Bought Domino`s Pizza/6 Mo	2,071	21.4%	128
Bought Dunkin` Donuts/6 Mo	1,008	10.4%	70
Bought Five Guys/6 Mo	823	8.5%	86
Bought Hardee`s/6 Mo	637	6.6%	132
Bought Jack in the Box/6 Mo	873	9.0%	133
Bought Jersey Mike`s/6 Mo	446	4.6%	54
Bought Jimmy John`s/6 Mo	375	3.9%	63
Bought KFC/6 Mo	2,273	23.5%	136
Bought Krispy Kreme Doughnuts/6 Mo	880	9.1%	137
Bought Little Caesars/6 Mo	2,005	20.8%	170
Bought Long John Silver`s/6 Mo	457	4.7%	182
Bought McDonald`s/6 Mo	5,006	51.8%	105
Bought Panda Express/6 Mo	1,529	15.8%	120
Bought Panera Bread/6 Mo	744	7.7%	57
Bought Papa John`s/6 Mo	870	9.0%	108
Bought Papa Murphy`s/6 Mo	171	1.8%	52
Bought Pizza Hut/6 Mo	1,822	18.9%	152
Bought Popeyes Chicken/6 Mo	1,596	16.5%	120
Bought Sonic Drive-In/6 Mo	1,615	16.7%	148
Bought Starbucks/6 Mo	1,658	17.2%	81
Bought Steak `N Shake/6 Mo	264	2.7%	95
Bought Subway/6 Mo	2,456	25.4%	113
Bought Taco Bell/6 Mo	2,786	28.8%	104
Bought Wendy`s/6 Mo	2,630	27.2%	101
Bought Whataburger/6 Mo	1,463	15.1%	253
Bought White Castle/6 Mo	289	3.0%	125
Bought Wing-Stop/6 Mo	604	6.3%	170

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Went to Fine Dining Restaurant/6 Mo	1,051	10.9%	70
Went to Fine Dining Restaurant/30 Days	790	8.2%	70
Went to Fine Dining Restaurant 2+ Times/30 Days	339	3.5%	64
Used DoorDash Site/App for Take-Out/Del/30 Days	1,151	11.9%	95
Used Grubhub Site/App for Take-Out/Del/30 Days	309	3.2%	69
Used Postmates Site/App for Take-Out/Del/30 Days	93	1.0%	86
Used Restrnt Site/App for Take-Out/Del/30 Days	1,797	18.6%	86
Used Uber Eats Site/App for Take-Out/Del/30 Days	645	6.7%	93
Used Yelp Site/App for Take-Out/Del/30 Days	68	0.7%	53

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