

Demographic Summary		2024	2029	
Population		796	771	
Population 18+		513	505	
Households		355	352	
Median Household Income		\$52,764	\$65,566	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		340	66.3%	93
Went to Family Restaurant/Steak House 4+ Times/30 Days		123	24.0%	103
Spent \$1-30 at Family Restaurant/Steak House/30 Days		49	9.6%	161
Spent \$31-50 at Family Restaurant/Steak House/30 Days		48	9.4%	105
Spent \$51-100 at Family Restaurant/Steak House/30 Days		70	13.6%	86
Spent \$101-200 at Family Restaurant/Steak House/30 Days		40	7.8%	66
Spent \$201+ at Family Restaurant/Steak House/30 Days		18	3.5%	52
Spent \$1-100 at Fine Dining Restaurants/30 Days		16	3.1%	90
Spent \$101-200 at Fine Dining Restaurants/30 Days		10	1.9%	68
Spent \$201+ at Fine Dining Restaurants/30 Days		6	1.2%	42
Went for Breakfast at Family Restaurant/Steak House/6 Mo		61	11.9%	97
Went for Lunch at Family Restaurant/Steak House/6 Mo		91	17.7%	94
Went for Dinner at Family Restaurant/Steak House/6 Mo		191	37.2%	79
Went for Snacks at Family Restaurant/Steak House/6 Mo		10	1.9%	117
Went on Workday to Family Restaurant/Steak House/6 Mo		141	27.5%	84
Went on Weekend to Family Restaurant/Steak House/6 Mo		172	33.5%	84
Went to Applebee`s/6 Mo		112	21.8%	143
Went to Bob Evans/6 Mo		26	5.1%	207
Went to Buffalo Wild Wings/6 Mo		43	8.4%	93
Went to California Pizza Kitchen/6 Mo		6	1.2%	66
Went to Carrabba`s/6 Mo		7	1.4%	63
Went to The Cheesecake Factory/6 Mo		31	6.0%	86
Went to Chili`s Grill & Bar/6 Mo		44	8.6%	89
Went to Cracker Barrel/6 Mo		54	10.5%	96
Went to Denny`s/6 Mo		37	7.2%	107
Went to Golden Corral/6 Mo		44	8.6%	204
Went to IHOP/6 Mo		38	7.4%	96
Went to Logan`s Roadhouse/6 Mo		15	2.9%	153
Went to Longhorn Steakhouse/6 Mo		37	7.2%	115
Went to Olive Garden/6 Mo		67	13.1%	83
Went to Outback Steakhouse/6 Mo		44	8.6%	107
Went to Red Lobster/6 Mo		59	11.5%	156
Went to Red Robin/6 Mo		17	3.3%	61
Went to Ruby Tuesday/6 Mo		19	3.7%	210
Went to Texas Roadhouse/6 Mo		55	10.7%	83
Went to T.G.I. Friday`s/6 Mo		16	3.1%	126
Went to Waffle House/6 Mo		53	10.3%	195
Went to Fast Food/Drive-In Restaurant/6 Mo		459	89.5%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		219	42.7%	108
Spent \$1-10 at Fast Food Restaurant/30 Days		16	3.1%	88
Spent \$11-20 at Fast Food Restaurant/30 Days		47	9.2%	112
Spent \$21-40 at Fast Food Restaurant/30 Days		92	17.9%	112
Spent \$41-50 at Fast Food Restaurant/30 Days		55	10.7%	117
Spent \$51-100 at Fast Food Restaurant/30 Days		102	19.9%	97
Spent \$101-200 at Fast Food Restaurant/30 Days		52	10.1%	78
Spent \$201+ at Fast Food Restaurant/30 Days		19	3.7%	63
Ordered Eat-In Fast Food/6 Mo		114	22.2%	77

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	70	13.6%	106
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	248	48.3%	92
Ordered Take-Out/Walk-In Fast Food/6 Mo	95	18.5%	81
Bought Breakfast at Fast Food Restaurant/6 Mo	202	39.4%	110
Bought Lunch at Fast Food Restaurant/6 Mo	243	47.4%	88
Bought Dinner at Fast Food Restaurant/6 Mo	249	48.5%	89
Bought Snack at Fast Food Restaurant/6 Mo	52	10.1%	72
Bought from Fast Food Restaurant on Weekday/6 Mo	321	62.6%	95
Bought from Fast Food Restaurant on Weekend/6 Mo	252	49.1%	93
Bought A&W/6 Mo	12	2.3%	108
Bought Arby`s/6 Mo	95	18.5%	102
Bought Baskin-Robbins/6 Mo	12	2.3%	70
Bought Boston Market/6 Mo	8	1.6%	87
Bought Burger King/6 Mo	180	35.1%	129
Bought Captain D`s/6 Mo	42	8.2%	285
Bought Carl`s Jr./6 Mo	9	1.8%	37
Bought Checkers/6 Mo	37	7.2%	303
Bought Chick-Fil-A/6 Mo	156	30.4%	91
Bought Chipotle Mexican Grill/6 Mo	63	12.3%	72
Bought Chuck E. Cheese`s/6 Mo	13	2.5%	169
Bought Church`s Fried Chicken/6 Mo	56	10.9%	362
Bought Cold Stone Creamery/6 Mo	12	2.3%	76
Bought Dairy Queen/6 Mo	70	13.6%	87
Bought Del Taco/6 Mo	7	1.4%	38
Bought Domino`s Pizza/6 Mo	81	15.8%	94
Bought Dunkin` Donuts/6 Mo	61	11.9%	80
Bought Five Guys/6 Mo	42	8.2%	83
Bought Hardee`s/6 Mo	50	9.7%	195
Bought Jack in the Box/6 Mo	19	3.7%	54
Bought Jersey Mike`s/6 Mo	32	6.2%	73
Bought Jimmy John`s/6 Mo	20	3.9%	63
Bought KFC/6 Mo	133	25.9%	149
Bought Krispy Kreme Doughnuts/6 Mo	42	8.2%	123
Bought Little Caesars/6 Mo	85	16.6%	136
Bought Long John Silver`s/6 Mo	22	4.3%	165
Bought McDonald`s/6 Mo	262	51.1%	103
Bought Panda Express/6 Mo	49	9.6%	73
Bought Panera Bread/6 Mo	48	9.4%	69
Bought Papa John`s/6 Mo	50	9.7%	117
Bought Papa Murphy`s/6 Mo	5	1.0%	29
Bought Pizza Hut/6 Mo	78	15.2%	123
Bought Popeyes Chicken/6 Mo	105	20.5%	149
Bought Sonic Drive-In/6 Mo	74	14.4%	128
Bought Starbucks/6 Mo	57	11.1%	52
Bought Steak `N Shake/6 Mo	21	4.1%	143
Bought Subway/6 Mo	135	26.3%	116
Bought Taco Bell/6 Mo	146	28.5%	103
Bought Wendy`s/6 Mo	167	32.6%	121
Bought Whataburger/6 Mo	22	4.3%	72
Bought White Castle/6 Mo	24	4.7%	195
Bought Wing-Stop/6 Mo	27	5.3%	143

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Went to Fine Dining Restaurant/6 Mo	57	11.1%	72
Went to Fine Dining Restaurant/30 Days	41	8.0%	68
Went to Fine Dining Restaurant 2+ Times/30 Days	18	3.5%	64
Used DoorDash Site/App for Take-Out/Del/30 Days	73	14.2%	113
Used Grubhub Site/App for Take-Out/Del/30 Days	23	4.5%	97
Used Postmates Site/App for Take-Out/Del/30 Days	6	1.2%	105
Used Restrnt Site/App for Take-Out/Del/30 Days	85	16.6%	76
Used Uber Eats Site/App for Take-Out/Del/30 Days	29	5.7%	78
Used Yelp Site/App for Take-Out/Del/30 Days	3	0.6%	44

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