

Demographic Summary		2024	2029	
Population		13,804	13,351	
Population 18+		9,371	9,297	
Households		3,434	3,353	
Median Household Income		\$38,963	\$52,891	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		6,679	71.3%	100
Went to Family Restaurant/Steak House 4+ Times/30 Days		2,335	24.9%	107
Spent \$1-30 at Family Restaurant/Steak House/30 Days		470	5.0%	84
Spent \$31-50 at Family Restaurant/Steak House/30 Days		624	6.7%	75
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,518	16.2%	102
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,202	12.8%	109
Spent \$201+ at Family Restaurant/Steak House/30 Days		641	6.8%	102
Spent \$1-100 at Fine Dining Restaurants/30 Days		308	3.3%	95
Spent \$101-200 at Fine Dining Restaurants/30 Days		157	1.7%	58
Spent \$201+ at Fine Dining Restaurants/30 Days		131	1.4%	50
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,220	13.0%	106
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,777	19.0%	101
Went for Dinner at Family Restaurant/Steak House/6 Mo		3,815	40.7%	87
Went for Snacks at Family Restaurant/Steak House/6 Mo		255	2.7%	163
Went on Workday to Family Restaurant/Steak House/6 Mo		2,558	27.3%	84
Went on Weekend to Family Restaurant/Steak House/6 Mo		3,697	39.5%	98
Went to Applebee's/6 Mo		1,570	16.8%	110
Went to Bob Evans/6 Mo		283	3.0%	123
Went to Buffalo Wild Wings/6 Mo		783	8.4%	93
Went to California Pizza Kitchen/6 Mo		110	1.2%	66
Went to Carrabba's/6 Mo		81	0.9%	40
Went to The Cheesecake Factory/6 Mo		544	5.8%	82
Went to Chili's Grill & Bar/6 Mo		1,106	11.8%	122
Went to Cracker Barrel/6 Mo		880	9.4%	85
Went to Denny's/6 Mo		897	9.6%	142
Went to Golden Corral/6 Mo		662	7.1%	168
Went to IHOP/6 Mo		707	7.5%	98
Went to Logan's Roadhouse/6 Mo		201	2.1%	112
Went to Longhorn Steakhouse/6 Mo		507	5.4%	87
Went to Olive Garden/6 Mo		1,636	17.5%	111
Went to Outback Steakhouse/6 Mo		513	5.5%	68
Went to Red Lobster/6 Mo		775	8.3%	112
Went to Red Robin/6 Mo		429	4.6%	84
Went to Ruby Tuesday/6 Mo		232	2.5%	140
Went to Texas Roadhouse/6 Mo		1,346	14.4%	111
Went to T.G.I. Friday's/6 Mo		179	1.9%	77
Went to Waffle House/6 Mo		715	7.6%	144
Went to Fast Food/Drive-In Restaurant/6 Mo		8,607	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		4,269	45.6%	115
Spent \$1-10 at Fast Food Restaurant/30 Days		109	1.2%	33
Spent \$11-20 at Fast Food Restaurant/30 Days		524	5.6%	68
Spent \$21-40 at Fast Food Restaurant/30 Days		1,565	16.7%	104
Spent \$41-50 at Fast Food Restaurant/30 Days		729	7.8%	85
Spent \$51-100 at Fast Food Restaurant/30 Days		2,259	24.1%	118
Spent \$101-200 at Fast Food Restaurant/30 Days		1,390	14.8%	114
Spent \$201+ at Fast Food Restaurant/30 Days		647	6.9%	117
Ordered Eat-In Fast Food/6 Mo		3,097	33.0%	115

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	1,634	17.4%	135
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,696	50.1%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,265	13.5%	59
Bought Breakfast at Fast Food Restaurant/6 Mo	3,630	38.7%	108
Bought Lunch at Fast Food Restaurant/6 Mo	4,352	46.4%	86
Bought Dinner at Fast Food Restaurant/6 Mo	5,015	53.5%	98
Bought Snack at Fast Food Restaurant/6 Mo	1,208	12.9%	92
Bought from Fast Food Restaurant on Weekday/6 Mo	5,334	56.9%	86
Bought from Fast Food Restaurant on Weekend/6 Mo	5,589	59.6%	113
Bought A&W/6 Mo	121	1.3%	60
Bought Arby`s/6 Mo	1,210	12.9%	71
Bought Baskin-Robbins/6 Mo	246	2.6%	78
Bought Boston Market/6 Mo	116	1.2%	69
Bought Burger King/6 Mo	2,823	30.1%	111
Bought Captain D`s/6 Mo	349	3.7%	130
Bought Carl`s Jr./6 Mo	621	6.6%	141
Bought Checkers/6 Mo	303	3.2%	136
Bought Chick-Fil-A/6 Mo	3,390	36.2%	108
Bought Chipotle Mexican Grill/6 Mo	936	10.0%	58
Bought Chuck E. Cheese`s/6 Mo	335	3.6%	239
Bought Church`s Fried Chicken/6 Mo	1,045	11.2%	369
Bought Cold Stone Creamery/6 Mo	221	2.4%	76
Bought Dairy Queen/6 Mo	1,694	18.1%	115
Bought Del Taco/6 Mo	229	2.4%	68
Bought Domino`s Pizza/6 Mo	2,267	24.2%	145
Bought Dunkin` Donuts/6 Mo	938	10.0%	68
Bought Five Guys/6 Mo	792	8.5%	86
Bought Hardee`s/6 Mo	421	4.5%	90
Bought Jack in the Box/6 Mo	1,103	11.8%	173
Bought Jersey Mike`s/6 Mo	321	3.4%	40
Bought Jimmy John`s/6 Mo	343	3.7%	60
Bought KFC/6 Mo	2,113	22.5%	130
Bought Krispy Kreme Doughnuts/6 Mo	898	9.6%	144
Bought Little Caesars/6 Mo	2,182	23.3%	191
Bought Long John Silver`s/6 Mo	445	4.7%	183
Bought McDonald`s/6 Mo	4,822	51.5%	104
Bought Panda Express/6 Mo	1,772	18.9%	144
Bought Panera Bread/6 Mo	603	6.4%	48
Bought Papa John`s/6 Mo	809	8.6%	104
Bought Papa Murphy`s/6 Mo	181	1.9%	57
Bought Pizza Hut/6 Mo	1,931	20.6%	166
Bought Popeyes Chicken/6 Mo	1,469	15.7%	114
Bought Sonic Drive-In/6 Mo	1,606	17.1%	152
Bought Starbucks/6 Mo	1,855	19.8%	94
Bought Steak `N Shake/6 Mo	191	2.0%	71
Bought Subway/6 Mo	2,309	24.6%	109
Bought Taco Bell/6 Mo	2,611	27.9%	101
Bought Wendy`s/6 Mo	2,255	24.1%	89
Bought Whataburger/6 Mo	1,939	20.7%	346
Bought White Castle/6 Mo	252	2.7%	112
Bought Wing-Stop/6 Mo	681	7.3%	197

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Went to Fine Dining Restaurant/6 Mo	987	10.5%	68
Went to Fine Dining Restaurant/30 Days	749	8.0%	68
Went to Fine Dining Restaurant 2+ Times/30 Days	314	3.4%	61
Used DoorDash Site/App for Take-Out/Del/30 Days	1,049	11.2%	89
Used Grubhub Site/App for Take-Out/Del/30 Days	269	2.9%	62
Used Postmates Site/App for Take-Out/Del/30 Days	89	0.9%	85
Used Restrnt Site/App for Take-Out/Del/30 Days	1,725	18.4%	85
Used Uber Eats Site/App for Take-Out/Del/30 Days	726	7.7%	108
Used Yelp Site/App for Take-Out/Del/30 Days	71	0.8%	57

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