

Demographic Summary		2024	2029	
Population		7,436	7,667	
Population 18+		5,520	5,875	
Households		2,560	2,660	
Median Household Income		\$48,560	\$55,719	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		3,915	70.9%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days		1,248	22.6%	97
Spent \$1-30 at Family Restaurant/Steak House/30 Days		361	6.5%	110
Spent \$31-50 at Family Restaurant/Steak House/30 Days		499	9.0%	101
Spent \$51-100 at Family Restaurant/Steak House/30 Days		916	16.6%	104
Spent \$101-200 at Family Restaurant/Steak House/30 Days		616	11.2%	95
Spent \$201+ at Family Restaurant/Steak House/30 Days		299	5.4%	81
Spent \$1-100 at Fine Dining Restaurants/30 Days		225	4.1%	117
Spent \$101-200 at Fine Dining Restaurants/30 Days		118	2.1%	74
Spent \$201+ at Fine Dining Restaurants/30 Days		97	1.8%	63
Went for Breakfast at Family Restaurant/Steak House/6 Mo		654	11.8%	97
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,088	19.7%	105
Went for Dinner at Family Restaurant/Steak House/6 Mo		2,431	44.0%	94
Went for Snacks at Family Restaurant/Steak House/6 Mo		94	1.7%	102
Went on Workday to Family Restaurant/Steak House/6 Mo		1,806	32.7%	100
Went on Weekend to Family Restaurant/Steak House/6 Mo		2,029	36.8%	92
Went to Applebee's/6 Mo		906	16.4%	107
Went to Bob Evans/6 Mo		160	2.9%	118
Went to Buffalo Wild Wings/6 Mo		433	7.8%	87
Went to California Pizza Kitchen/6 Mo		75	1.4%	77
Went to Carrabba's/6 Mo		160	2.9%	134
Went to The Cheesecake Factory/6 Mo		299	5.4%	77
Went to Chili's Grill & Bar/6 Mo		532	9.6%	100
Went to Cracker Barrel/6 Mo		741	13.4%	122
Went to Denny's/6 Mo		407	7.4%	110
Went to Golden Corral/6 Mo		357	6.5%	154
Went to IHOP/6 Mo		481	8.7%	113
Went to Logan's Roadhouse/6 Mo		122	2.2%	116
Went to Longhorn Steakhouse/6 Mo		339	6.1%	98
Went to Olive Garden/6 Mo		901	16.3%	104
Went to Outback Steakhouse/6 Mo		480	8.7%	108
Went to Red Lobster/6 Mo		407	7.4%	100
Went to Red Robin/6 Mo		299	5.4%	100
Went to Ruby Tuesday/6 Mo		173	3.1%	178
Went to Texas Roadhouse/6 Mo		716	13.0%	100
Went to T.G.I. Friday's/6 Mo		160	2.9%	117
Went to Waffle House/6 Mo		378	6.8%	129
Went to Fast Food/Drive-In Restaurant/6 Mo		4,975	90.1%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		2,281	41.3%	104
Spent \$1-10 at Fast Food Restaurant/30 Days		210	3.8%	107
Spent \$11-20 at Fast Food Restaurant/30 Days		381	6.9%	85
Spent \$21-40 at Fast Food Restaurant/30 Days		945	17.1%	107
Spent \$41-50 at Fast Food Restaurant/30 Days		518	9.4%	102
Spent \$51-100 at Fast Food Restaurant/30 Days		1,150	20.8%	102
Spent \$101-200 at Fast Food Restaurant/30 Days		774	14.0%	108
Spent \$201+ at Fast Food Restaurant/30 Days		268	4.9%	83
Ordered Eat-In Fast Food/6 Mo		1,549	28.1%	97

**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	681	12.3%	95
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,926	53.0%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,097	19.9%	87
Bought Breakfast at Fast Food Restaurant/6 Mo	2,003	36.3%	101
Bought Lunch at Fast Food Restaurant/6 Mo	2,953	53.5%	99
Bought Dinner at Fast Food Restaurant/6 Mo	2,952	53.5%	98
Bought Snack at Fast Food Restaurant/6 Mo	710	12.9%	92
Bought from Fast Food Restaurant on Weekday/6 Mo	3,624	65.7%	99
Bought from Fast Food Restaurant on Weekend/6 Mo	2,877	52.1%	99
Bought A&W/6 Mo	136	2.5%	114
Bought Arby`s/6 Mo	1,139	20.6%	113
Bought Baskin-Robbins/6 Mo	130	2.4%	70
Bought Boston Market/6 Mo	71	1.3%	72
Bought Burger King/6 Mo	1,653	29.9%	110
Bought Captain D`s/6 Mo	256	4.6%	162
Bought Carl`s Jr./6 Mo	250	4.5%	96
Bought Checkers/6 Mo	219	4.0%	167
Bought Chick-Fil-A/6 Mo	1,731	31.4%	94
Bought Chipotle Mexican Grill/6 Mo	738	13.4%	78
Bought Chuck E. Cheese`s/6 Mo	98	1.8%	119
Bought Church`s Fried Chicken/6 Mo	261	4.7%	157
Bought Cold Stone Creamery/6 Mo	145	2.6%	85
Bought Dairy Queen/6 Mo	1,014	18.4%	117
Bought Del Taco/6 Mo	138	2.5%	69
Bought Domino`s Pizza/6 Mo	1,029	18.6%	111
Bought Dunkin` Donuts/6 Mo	615	11.1%	75
Bought Five Guys/6 Mo	464	8.4%	85
Bought Hardee`s/6 Mo	368	6.7%	134
Bought Jack in the Box/6 Mo	397	7.2%	106
Bought Jersey Mike`s/6 Mo	339	6.1%	72
Bought Jimmy John`s/6 Mo	269	4.9%	79
Bought KFC/6 Mo	1,073	19.4%	112
Bought Krispy Kreme Doughnuts/6 Mo	369	6.7%	100
Bought Little Caesars/6 Mo	749	13.6%	111
Bought Long John Silver`s/6 Mo	205	3.7%	143
Bought McDonald`s/6 Mo	2,874	52.1%	105
Bought Panda Express/6 Mo	716	13.0%	99
Bought Panera Bread/6 Mo	585	10.6%	79
Bought Papa John`s/6 Mo	458	8.3%	100
Bought Papa Murphy`s/6 Mo	187	3.4%	100
Bought Pizza Hut/6 Mo	713	12.9%	104
Bought Popeyes Chicken/6 Mo	676	12.2%	89
Bought Sonic Drive-In/6 Mo	777	14.1%	125
Bought Starbucks/6 Mo	911	16.5%	78
Bought Steak `N Shake/6 Mo	141	2.6%	89
Bought Subway/6 Mo	1,303	23.6%	104
Bought Taco Bell/6 Mo	1,707	30.9%	112
Bought Wendy`s/6 Mo	1,622	29.4%	109
Bought Whataburger/6 Mo	405	7.3%	123
Bought White Castle/6 Mo	131	2.4%	99
Bought Wing-Stop/6 Mo	192	3.5%	95

**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	676	12.2%	79
Went to Fine Dining Restaurant/30 Days	528	9.6%	82
Went to Fine Dining Restaurant 2+ Times/30 Days	219	4.0%	72
Used DoorDash Site/App for Take-Out/Del/30 Days	655	11.9%	94
Used Grubhub Site/App for Take-Out/Del/30 Days	192	3.5%	75
Used Postmates Site/App for Take-Out/Del/30 Days	44	0.8%	71
Used Restrnt Site/App for Take-Out/Del/30 Days	1,044	18.9%	87
Used Uber Eats Site/App for Take-Out/Del/30 Days	345	6.2%	87
Used Yelp Site/App for Take-Out/Del/30 Days	48	0.9%	66

**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.