

Demographic Summary		2024	2029	
Population		1,054	1,019	
Population 18+		709	698	
Households		302	296	
Median Household Income		\$35,000	\$44,701	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		511	72.1%	101
Went to Family Restaurant/Steak House 4+ Times/30 Days		172	24.3%	104
Spent \$1-30 at Family Restaurant/Steak House/30 Days		26	3.7%	62
Spent \$31-50 at Family Restaurant/Steak House/30 Days		38	5.4%	60
Spent \$51-100 at Family Restaurant/Steak House/30 Days		117	16.5%	103
Spent \$101-200 at Family Restaurant/Steak House/30 Days		102	14.4%	123
Spent \$201+ at Family Restaurant/Steak House/30 Days		53	7.5%	111
Spent \$1-100 at Fine Dining Restaurants/30 Days		26	3.7%	105
Spent \$101-200 at Fine Dining Restaurants/30 Days		11	1.6%	54
Spent \$201+ at Fine Dining Restaurants/30 Days		11	1.6%	55
Went for Breakfast at Family Restaurant/Steak House/6 Mo		93	13.1%	107
Went for Lunch at Family Restaurant/Steak House/6 Mo		137	19.3%	103
Went for Dinner at Family Restaurant/Steak House/6 Mo		288	40.6%	87
Went for Snacks at Family Restaurant/Steak House/6 Mo		20	2.8%	169
Went on Workday to Family Restaurant/Steak House/6 Mo		193	27.2%	84
Went on Weekend to Family Restaurant/Steak House/6 Mo		287	40.5%	101
Went to Applebee`s/6 Mo		112	15.8%	103
Went to Bob Evans/6 Mo		19	2.7%	109
Went to Buffalo Wild Wings/6 Mo		58	8.2%	91
Went to California Pizza Kitchen/6 Mo		8	1.1%	64
Went to Carrabba`s/6 Mo		8	1.1%	52
Went to The Cheesecake Factory/6 Mo		42	5.9%	84
Went to Chili`s Grill & Bar/6 Mo		87	12.3%	127
Went to Cracker Barrel/6 Mo		58	8.2%	74
Went to Denny`s/6 Mo		73	10.3%	153
Went to Golden Corral/6 Mo		47	6.6%	157
Went to IHOP/6 Mo		54	7.6%	98
Went to Logan`s Roadhouse/6 Mo		14	2.0%	104
Went to Longhorn Steakhouse/6 Mo		31	4.4%	70
Went to Olive Garden/6 Mo		129	18.2%	116
Went to Outback Steakhouse/6 Mo		36	5.1%	63
Went to Red Lobster/6 Mo		49	6.9%	94
Went to Red Robin/6 Mo		36	5.1%	93
Went to Ruby Tuesday/6 Mo		15	2.1%	120
Went to Texas Roadhouse/6 Mo		100	14.1%	109
Went to T.G.I. Friday`s/6 Mo		14	2.0%	80
Went to Waffle House/6 Mo		45	6.3%	120
Went to Fast Food/Drive-In Restaurant/6 Mo		656	92.5%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		321	45.3%	114
Spent \$1-10 at Fast Food Restaurant/30 Days		9	1.3%	36
Spent \$11-20 at Fast Food Restaurant/30 Days		35	4.9%	60
Spent \$21-40 at Fast Food Restaurant/30 Days		116	16.4%	102
Spent \$41-50 at Fast Food Restaurant/30 Days		50	7.1%	77
Spent \$51-100 at Fast Food Restaurant/30 Days		172	24.3%	118
Spent \$101-200 at Fast Food Restaurant/30 Days		117	16.5%	127
Spent \$201+ at Fast Food Restaurant/30 Days		51	7.2%	122
Ordered Eat-In Fast Food/6 Mo		247	34.8%	121

**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	127	17.9%	139
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	355	50.1%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	96	13.5%	60
Bought Breakfast at Fast Food Restaurant/6 Mo	271	38.2%	107
Bought Lunch at Fast Food Restaurant/6 Mo	330	46.5%	87
Bought Dinner at Fast Food Restaurant/6 Mo	386	54.4%	100
Bought Snack at Fast Food Restaurant/6 Mo	95	13.4%	96
Bought from Fast Food Restaurant on Weekday/6 Mo	396	55.9%	84
Bought from Fast Food Restaurant on Weekend/6 Mo	439	61.9%	117
Bought A&W/6 Mo	8	1.1%	52
Bought Arby`s/6 Mo	80	11.3%	62
Bought Baskin-Robbins/6 Mo	19	2.7%	80
Bought Boston Market/6 Mo	8	1.1%	63
Bought Burger King/6 Mo	206	29.1%	107
Bought Captain D`s/6 Mo	18	2.5%	89
Bought Carl`s Jr./6 Mo	57	8.0%	171
Bought Checkers/6 Mo	16	2.3%	95
Bought Chick-Fil-A/6 Mo	255	36.0%	107
Bought Chipotle Mexican Grill/6 Mo	75	10.6%	62
Bought Chuck E. Cheese`s/6 Mo	27	3.8%	255
Bought Church`s Fried Chicken/6 Mo	74	10.4%	346
Bought Cold Stone Creamery/6 Mo	16	2.3%	73
Bought Dairy Queen/6 Mo	129	18.2%	116
Bought Del Taco/6 Mo	21	3.0%	82
Bought Domino`s Pizza/6 Mo	182	25.7%	153
Bought Dunkin` Donuts/6 Mo	69	9.7%	66
Bought Five Guys/6 Mo	58	8.2%	83
Bought Hardee`s/6 Mo	17	2.4%	48
Bought Jack in the Box/6 Mo	98	13.8%	203
Bought Jersey Mike`s/6 Mo	20	2.8%	33
Bought Jimmy John`s/6 Mo	26	3.7%	60
Bought KFC/6 Mo	151	21.3%	123
Bought Krispy Kreme Doughnuts/6 Mo	64	9.0%	135
Bought Little Caesars/6 Mo	171	24.1%	197
Bought Long John Silver`s/6 Mo	31	4.4%	168
Bought McDonald`s/6 Mo	364	51.3%	104
Bought Panda Express/6 Mo	146	20.6%	157
Bought Panera Bread/6 Mo	40	5.6%	42
Bought Papa John`s/6 Mo	57	8.0%	97
Bought Papa Murphy`s/6 Mo	17	2.4%	71
Bought Pizza Hut/6 Mo	145	20.5%	165
Bought Popeyes Chicken/6 Mo	101	14.2%	103
Bought Sonic Drive-In/6 Mo	119	16.8%	149
Bought Starbucks/6 Mo	152	21.4%	101
Bought Steak `N Shake/6 Mo	10	1.4%	49
Bought Subway/6 Mo	171	24.1%	107
Bought Taco Bell/6 Mo	197	27.8%	100
Bought Wendy`s/6 Mo	158	22.3%	83
Bought Whataburger/6 Mo	163	23.0%	384
Bought White Castle/6 Mo	17	2.4%	100
Bought Wing-Stop/6 Mo	54	7.6%	207

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Went to Fine Dining Restaurant/6 Mo	75	10.6%	69
Went to Fine Dining Restaurant/30 Days	58	8.2%	70
Went to Fine Dining Restaurant 2+ Times/30 Days	24	3.4%	62
Used DoorDash Site/App for Take-Out/Del/30 Days	79	11.1%	89
Used Grubhub Site/App for Take-Out/Del/30 Days	19	2.7%	58
Used Postmates Site/App for Take-Out/Del/30 Days	6	0.8%	76
Used Restrnt Site/App for Take-Out/Del/30 Days	125	17.6%	81
Used Uber Eats Site/App for Take-Out/Del/30 Days	62	8.7%	121
Used Yelp Site/App for Take-Out/Del/30 Days	6	0.8%	64

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