Demographic Summary	2022	2027
Population	873	940
Population 18+	665	719
Households	360	383
Median Household Income	$36,509	$40,853

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	428	64.4%	96
Went to family restaurant/steak house 4+ times/month last 30 days	156	23.5%	113
Spent at family restaurant/steak house last 30 days: $1-30	51	7.7%	112
Spent at family restaurant/steak house 30 days: $31-50	65	9.8%	115
Spent at family restaurant/steak house last 30 days: $51-100	88	13.2%	94
Spent at family restaurant/steak house last 30 days: $101-200	41	6.2%	72
Spent at family restaurant/steak house last 30 days: $201+	19	2.9%	73
Spent at fine dining last 30 days: $1-100	12	1.8%	60
Spent at fine dining last 30 days: $101+	12	1.8%	48
Went to family restaurant last 6 months: for breakfast	68	10.2%	101
Went to family restaurant last 6 months: for lunch	102	15.3%	96
Went to family restaurant last 6 months: for dinner	256	38.5%	91
Went to family restaurant last 6 months: for snack	10	1.5%	98
Went to family restaurant last 6 months: on weekday	181	27.2%	97
Went to family restaurant last 6 months: on weekend	232	34.9%	96
Went to family restaurant last 6 months: Applebee`s	121	18.2%	125
Went to family restaurant last 6 months: Bob Evans	15	2.3%	90
Went to family restaurant last 6 months: Buffalo Wild Wings	71	10.7%	123
Went to family restaurant last 6 months: California Pizza Kitchen	5	0.8%	42
Went to family restaurant last 6 months: Carrabba's	9	1.4%	68
Went to family restaurant last 6 months: The Cheesecake Factory	28	4.2%	69
Went to family restaurant last 6 months: Chili`s Grill & Bar	72	10.8%	114
Went to family restaurant last 6 months: Cracker Barrel	80	12.0%	120
Went to family restaurant last 6 months: Denny`s	40	6.0%	92
Went to family restaurant last 6 months: Golden Corral	55	8.3%	199
Went to family restaurant last 6 months: IHOP	51	7.7%	104
Went to family restaurant last 6 months: Logan`s Roadhouse	23	3.5%	153
Went to family restaurant last 6 months: LongHorn Steakhouse	46	6.9%	131
Went to family restaurant last 6 months: Olive Garden	85	12.8%	90
Went to family restaurant last 6 months: Outback Steakhouse	49	7.4%	102
Went to family restaurant last 6 months: Red Lobster	52	7.8%	109
Went to family restaurant last 6 months: Red Robin	25	3.8%	62
Went to family restaurant last 6 months: Ruby Tuesday	27	4.1%	145
Went to family restaurant last 6 months: Texas Roadhouse	92	13.8%	132
Went to family restaurant last 6 months: T.G.I. Friday`s	42	6.3%	212
Went to family restaurant last 6 months: Waffle House	66	9.9%	207
Went to family restaurant last 6 months: fast food/drive-in	611	91.9%	102
Went to fast food/drive-in restaurant 9+ times/month	290	43.6%	115
Spent at fast food restaurant last 30 days: <$1-10	34	5.1%	125
Spent at fast food restaurant last 30 days: $11-$20	63	9.5%	111
Spent at fast food restaurant last 30 days: $21-$40	123	18.5%	113
Spent at fast food restaurant last 30 days: $41-$50	65	9.8%	111
Spent at fast food restaurant last 30 days: $51-$100	122	18.3%	94
Spent at fast food restaurant last 30 days: $101-$200	60	9.0%	80
Spent at fast food restaurant last 30 days: $201+	26	3.9%	88
Ordered eat-in fast food in the last 6 months	137	20.6%	91

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 2022 and 2027.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	137	20.6%	91
Went to fast food restaurant in the last 6 months: home delivery	71	10.7%	92
Went to fast food restaurant in the last 6 months: take-out/drive-thru	374	56.2%	100
Went to fast food restaurant in the last 6 months: take-out/walk-in	116	17.4%	82
Went to fast food restaurant in the last 6 months: breakfast	246	37.0%	109
Went to fast food restaurant in the last 6 months: lunch	327	49.2%	95
Went to fast food restaurant in the last 6 months: dinner	317	47.7%	94
Went to fast food restaurant in the last 6 months: snack	70	10.5%	85
Went to fast food restaurant in the last 6 months: weekday	392	58.9%	96
Went to fast food restaurant in the last 6 months: weekend	323	48.6%	97
Went to fast food restaurant in the last 6 months: A & W	8	1.2%	61
Went to fast food restaurant in the last 6 months: Arby`s	107	16.1%	94
Went to fast food restaurant in the last 6 months: Baskin-Robbins	18	2.7%	83
Went to fast food restaurant in the last 6 months: Boston Market	9	1.4%	66
Went to fast food restaurant in the last 6 months: Burger King	246	37.0%	131
Went to fast food restaurant in the last 6 months: Captain D`s	49	7.4%	247
Went to fast food restaurant in the last 6 months: Carl`s Jr.	28	4.2%	81
Went to fast food restaurant in the last 6 months: Checkers	44	6.6%	249
Went to fast food restaurant in the last 6 months: Chick-fil-A	223	33.5%	111
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	75	11.3%	79
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	25	3.8%	263
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	63	9.5%	296
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	16	2.4%	92
Went to fast food restaurant in the last 6 months: Dairy Queen	104	15.6%	107
Went to fast food restaurant in the last 6 months: Del Taco	13	2.0%	58
Went to fast food restaurant in the last 6 months: Domino`s Pizza	120	18.0%	121
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	75	11.3%	79
Went to fast food restaurant in the last 6 months: Five Guys	62	9.3%	99
Went to fast food restaurant in the last 6 months: Hardee`s	63	9.5%	179
Went to fast food restaurant in the last 6 months: Jack in the Box	29	4.4%	57
Went to fast food restaurant in the last 6 months: Jersey Mike's	29	4.4%	79
Went to fast food restaurant in the last 6 months: Jimmy John`s	27	4.1%	74
Went to fast food restaurant in the last 6 months: KFC	159	23.9%	131
Went to fast food restaurant in the last 6 months: Krispy Kreme	71	10.7%	165
Went to fast food restaurant in the last 6 months: Little Caesars	118	17.7%	149
Went to fast food restaurant in the last 6 months: Long John Silver`s	24	3.6%	141
Went to fast food restaurant in the last 6 months: McDonald`s	365	54.9%	106
Went to fast food restaurant in the last 6 months: Panda Express	66	9.9%	87
Went to fast food restaurant in the last 6 months: Panera Bread	50	7.5%	60
Went to fast food restaurant in the last 6 months: Papa John`s	68	10.2%	128
Went to fast food restaurant in the last 6 months: Papa Murphy`s	20	3.0%	78
Went to fast food restaurant in the last 6 months: Pizza Hut	131	19.7%	154
Went to fast food restaurant in the last 6 months: Popeyes Chicken	130	19.5%	158
Went to fast food restaurant in the last 6 months: Sonic Drive-In	118	17.7%	150
Went to fast food restaurant in the last 6 months: Starbucks	79	11.9%	61
Went to fast food restaurant in the last 6 months: Steak `n Shake	38	5.7%	149
Went to fast food restaurant in the last 6 months: Subway	149	22.4%	106
Went to fast food restaurant in the last 6 months: Taco Bell	220	33.1%	118
Went to fast food restaurant in the last 6 months: Wendy`s	220	33.1%	127
Went to fast food restaurant in the last 6 months: Whataburger	46	6.9%	126
Went to fast food restaurant in the last 6 months: White Castle	21	3.2%	122
Went to fast food restaurant in the last 6 months: Wing-Stop	36	5.4%	174
Went to fine dining restaurant last month	26	3.9%	49
Went to fine dining restaurant 2+ times last month	15	2.3%	59

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.
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