Demographic Summary	2024	2029
Population	2,147	2,106
Population 18+	1,551	1,578
Households	700	687
Median Household Income	$37,151	$41,554

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	1,042	67.2%	94
Went to Family Restaurant/Steak House 4+ Times/30 Days	384	24.8%	106
Spent $1-30 at Family Restaurant/Steak House/30 Days	138	8.9%	150
Spent $31-50 at Family Restaurant/Steak House/30 Days	155	10.0%	112
Spent $51-100 at Family Restaurant/Steak House/30 Days	225	14.5%	91
Spent $101-200 at Family Restaurant/Steak House/30 Days	135	8.7%	74
Spent $201+ at Family Restaurant/Steak House/30 Days	66	4.3%	63
Spent $1-100 at Fine Dining Restaurants/30 Days	47	3.0%	87
Spent $101-200 at Fine Dining Restaurants/30 Days	30	1.9%	67
Spent $201+ at Fine Dining Restaurants/30 Days	20	1.3%	46
Went for Breakfast at Family Restaurant/Steak House/6 Mo	183	11.8%	96
Went for Lunch at Family Restaurant/Steak House/6 Mo	286	18.4%	98
Went for Dinner at Family Restaurant/Steak House/6 Mo	608	39.2%	84
Went for Snacks at Family Restaurant/Steak House/6 Mo	25	1.6%	97
Went on Workday to Family Restaurant/Steak House/6 Mo	443	28.6%	88
Went on Weekend to Family Restaurant/Steak House/6 Mo	552	35.6%	89
Went to Applebee`s/6 Mo	315	20.3%	133
Went to Bob Evans/6 Mo	70	4.5%	184
Went to Buffalo Wild Wings/6 Mo	127	8.2%	91
Went to California Pizza Kitchen/6 Mo	15	1.0%	55
Went to Carrabba`s/6 Mo	27	1.7%	81
Went to The Cheesecake Factory/6 Mo	78	5.0%	71
Went to Chili`s Grill & Bar/6 Mo	130	8.4%	87
Went to Cracker Barrel/6 Mo	211	13.6%	124
Went to Denny`s/6 Mo	107	6.9%	103
Went to Golden Corral/6 Mo	131	8.4%	201
Went to IHOP/6 Mo	117	7.5%	98
Went to Logan`s Roadhouse/6 Mo	44	2.8%	149
Went to Longhorn Steakhouse/6 Mo	117	7.5%	121
Went to Olive Garden/6 Mo	217	14.0%	89
Went to Outback Steakhouse/6 Mo	135	8.7%	108
Went to Red Lobster/6 Mo	153	9.9%	134
Went to Red Robin/6 Mo	51	3.3%	60
Went to Ruby Tuesday/6 Mo	60	3.9%	219
Went to Texas Roadhouse/6 Mo	191	12.3%	95
Went to T.G.I. Friday`s/6 Mo	38	2.5%	99
Went to Waffle House/6 Mo	144	9.3%	175
Went to Fast Food/Drive-In Restaurant/6 Mo	1,389	89.6%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	657	42.4%	107
Spent $1-10 at Fast Food Restaurant/30 Days	49	3.2%	89
Spent $11-20 at Fast Food Restaurant/30 Days	130	8.4%	103
Spent $21-40 at Fast Food Restaurant/30 Days	283	18.2%	114
Spent $41-50 at Fast Food Restaurant/30 Days	154	9.9%	108
Spent $51-100 at Fast Food Restaurant/30 Days	308	19.9%	97
Spent $101-200 at Fast Food Restaurant/30 Days	185	11.9%	92
Spent $201+ at Fast Food Restaurant/30 Days	71	4.6%	78
Ordered Eat-In Fast Food/6 Mo	388	25.0%	87

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.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	201	13.0%	100
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	790	50.9%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	294	19.0%	83
Bought Breakfast at Fast Food Restaurant/6 Mo	590	38.0%	106
Bought Lunch at Fast Food Restaurant/6 Mo	768	49.5%	92
Bought Dinner at Fast Food Restaurant/6 Mo	782	50.4%	93
Bought Snack at Fast Food Restaurant/6 Mo	168	10.8%	77
Bought from Fast Food Restaurant on Weekday/6 Mo	996	64.2%	97
Bought from Fast Food Restaurant on Weekend/6 Mo	780	50.3%	95
Bought A&W/6 Mo	32	2.1%	95
Bought Arby`s/6 Mo	336	21.7%	119
Bought Baskin-Robbins/6 Mo	35	2.3%	67
Bought Boston Market/6 Mo	19	1.2%	69
Bought Burger King/6 Mo	537	34.6%	128
Bought Captain D`s/6 Mo	111	7.2%	250
Bought Carl`s Jr./6 Mo	30	1.9%	41
Bought Checkers/6 Mo	75	4.8%	203
Bought Chick-Fil-A/6 Mo	451	29.1%	87
Bought Chipotle Mexican Grill/6 Mo	165	10.6%	62
Bought Chuck E. Cheese`s/6 Mo	32	2.1%	138
Bought Church`s Fried Chicken/6 Mo	118	7.6%	252
Bought Cold Stone Creamery/6 Mo	35	2.3%	73
Bought Dairy Queen/6 Mo	255	16.4%	105
Bought Del Taco/6 Mo	19	1.2%	34
Bought Domino`s Pizza/6 Mo	275	17.7%	106
Bought Dunkin` Donuts/6 Mo	168	10.8%	73
Bought Five Guys/6 Mo	115	7.4%	75
Bought Hardee`s/6 Mo	149	9.6%	192
Bought Jack in the Box/6 Mo	57	3.7%	54
Bought Jersey Mike`s/6 Mo	96	6.2%	73
Bought Jimmy John`s/6 Mo	64	4.1%	67
Bought KFC/6 Mo	387	25.0%	144
Bought Krispy Kreme Doughnuts/6 Mo	115	7.4%	111
Bought Little Caesars/6 Mo	258	16.6%	136
Bought Long John Silver`s/6 Mo	76	4.9%	189
Bought McDonald`s/6 Mo	813	52.4%	106
Bought Panda Express/6 Mo	144	9.3%	71
Bought Panera Bread/6 Mo	142	9.2%	68
Bought Papa John`s/6 Mo	141	9.1%	109
Bought Papa Murphy`s/6 Mo	28	1.8%	53
Bought Pizza Hut/6 Mo	236	15.2%	123
Bought Popeyes Chicken/6 Mo	253	16.3%	118
Bought Sonic Drive-In/6 Mo	241	15.5%	138
Bought Starbucks/6 Mo	183	11.8%	56
Bought Steak `N Shake/6 Mo	54	3.5%	121
Bought Subway/6 Mo	406	26.2%	116
Bought Taco Bell/6 Mo	483	31.1%	112
Bought Wendy`s/6 Mo	497	32.0%	119
Bought Whataburger/6 Mo	79	5.1%	85
Bought White Castle/6 Mo	54	3.5%	145
Bought Wing-Stop/6 Mo	62	4.0%	109

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Went to Fine Dining Restaurant/6 Mo	163	10.5%	68
Went to Fine Dining Restaurant/30 Days	119	7.7%	66
Went to Fine Dining Restaurant 2+ Times/30 Days	51	3.3%	60
Used DoorDash Site/App for Take-Out/Del/30 Days	184	11.9%	94
Used Grubhub Site/App for Take-Out/Del/30 Days	58	3.7%	81
Used Postmates Site/App for Take-Out/Del/30 Days	11	0.7%	63
Used Restrnt Site/App for Take-Out/Del/30 Days	258	16.6%	77
Used Uber Eats Site/App for Take-Out/Del/30 Days	66	4.3%	59
Used Yelp Site/App for Take-Out/Del/30 Days	10	0.6%	49

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 petervices, 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.

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