

Demographic Summary		2024	2029	
Population		158,711	154,839	
Population 18+		117,801	117,540	
Households		48,768	48,730	
Median Household Income		\$34,240	\$40,519	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		85,895	72.9%	102
Went to Family Restaurant/Steak House 4+ Times/30 Days		28,944	24.6%	105
Spent \$1-30 at Family Restaurant/Steak House/30 Days		9,487	8.1%	136
Spent \$31-50 at Family Restaurant/Steak House/30 Days		9,282	7.9%	88
Spent \$51-100 at Family Restaurant/Steak House/30 Days		19,053	16.2%	101
Spent \$101-200 at Family Restaurant/Steak House/30 Days		13,043	11.1%	94
Spent \$201+ at Family Restaurant/Steak House/30 Days		7,251	6.2%	92
Spent \$1-100 at Fine Dining Restaurants/30 Days		4,062	3.4%	99
Spent \$101-200 at Fine Dining Restaurants/30 Days		1,755	1.5%	52
Spent \$201+ at Fine Dining Restaurants/30 Days		1,536	1.3%	47
Went for Breakfast at Family Restaurant/Steak House/6 Mo		13,603	11.5%	94
Went for Lunch at Family Restaurant/Steak House/6 Mo		25,535	21.7%	115
Went for Dinner at Family Restaurant/Steak House/6 Mo		50,325	42.7%	91
Went for Snacks at Family Restaurant/Steak House/6 Mo		2,930	2.5%	149
Went on Workday to Family Restaurant/Steak House/6 Mo		39,202	33.3%	102
Went on Weekend to Family Restaurant/Steak House/6 Mo		47,027	39.9%	100
Went to Applebee`s/6 Mo		18,313	15.5%	102
Went to Bob Evans/6 Mo		3,061	2.6%	106
Went to Buffalo Wild Wings/6 Mo		10,823	9.2%	102
Went to California Pizza Kitchen/6 Mo		1,033	0.9%	50
Went to Carrabba`s/6 Mo		1,846	1.6%	73
Went to The Cheesecake Factory/6 Mo		5,610	4.8%	68
Went to Chili`s Grill & Bar/6 Mo		12,804	10.9%	113
Went to Cracker Barrel/6 Mo		20,665	17.5%	159
Went to Denny`s/6 Mo		8,864	7.5%	112
Went to Golden Corral/6 Mo		10,199	8.7%	206
Went to IHOP/6 Mo		10,047	8.5%	110
Went to Logan`s Roadhouse/6 Mo		4,532	3.8%	202
Went to Longhorn Steakhouse/6 Mo		10,694	9.1%	145
Went to Olive Garden/6 Mo		19,570	16.6%	106
Went to Outback Steakhouse/6 Mo		8,510	7.2%	90
Went to Red Lobster/6 Mo		9,284	7.9%	107
Went to Red Robin/6 Mo		4,400	3.7%	69
Went to Ruby Tuesday/6 Mo		3,813	3.2%	184
Went to Texas Roadhouse/6 Mo		17,390	14.8%	114
Went to T.G.I. Friday`s/6 Mo		2,596	2.2%	89
Went to Waffle House/6 Mo		12,882	10.9%	207
Went to Fast Food/Drive-In Restaurant/6 Mo		108,523	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		52,706	44.7%	113
Spent \$1-10 at Fast Food Restaurant/30 Days		3,440	2.9%	82
Spent \$11-20 at Fast Food Restaurant/30 Days		9,354	7.9%	97
Spent \$21-40 at Fast Food Restaurant/30 Days		15,216	12.9%	80
Spent \$41-50 at Fast Food Restaurant/30 Days		9,685	8.2%	90
Spent \$51-100 at Fast Food Restaurant/30 Days		26,428	22.4%	109
Spent \$101-200 at Fast Food Restaurant/30 Days		19,262	16.4%	126
Spent \$201+ at Fast Food Restaurant/30 Days		7,689	6.5%	111
Ordered Eat-In Fast Food/6 Mo		37,944	32.2%	112

**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	14,633	12.4%	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	67,367	57.2%	108
Ordered Take-Out/Walk-In Fast Food/6 Mo	18,664	15.8%	70
Bought Breakfast at Fast Food Restaurant/6 Mo	51,174	43.4%	121
Bought Lunch at Fast Food Restaurant/6 Mo	66,285	56.3%	105
Bought Dinner at Fast Food Restaurant/6 Mo	63,986	54.3%	100
Bought Snack at Fast Food Restaurant/6 Mo	16,339	13.9%	99
Bought from Fast Food Restaurant on Weekday/6 Mo	79,700	67.7%	102
Bought from Fast Food Restaurant on Weekend/6 Mo	63,698	54.1%	102
Bought A&W/6 Mo	1,874	1.6%	73
Bought Arby`s/6 Mo	25,975	22.0%	121
Bought Baskin-Robbins/6 Mo	2,587	2.2%	65
Bought Boston Market/6 Mo	1,105	0.9%	53
Bought Burger King/6 Mo	40,615	34.5%	127
Bought Captain D`s/6 Mo	9,139	7.8%	271
Bought Carl`s Jr./6 Mo	5,112	4.3%	92
Bought Checkers/6 Mo	4,162	3.5%	148
Bought Chick-Fil-A/6 Mo	40,844	34.7%	104
Bought Chipotle Mexican Grill/6 Mo	11,465	9.7%	57
Bought Chuck E. Cheese`s/6 Mo	2,844	2.4%	161
Bought Church`s Fried Chicken/6 Mo	7,849	6.7%	221
Bought Cold Stone Creamery/6 Mo	3,012	2.6%	83
Bought Dairy Queen/6 Mo	26,115	22.2%	141
Bought Del Taco/6 Mo	2,055	1.7%	48
Bought Domino`s Pizza/6 Mo	23,610	20.0%	120
Bought Dunkin` Donuts/6 Mo	11,090	9.4%	64
Bought Five Guys/6 Mo	8,235	7.0%	71
Bought Hardee`s/6 Mo	14,935	12.7%	254
Bought Jack in the Box/6 Mo	6,985	5.9%	87
Bought Jersey Mike`s/6 Mo	6,514	5.5%	65
Bought Jimmy John`s/6 Mo	4,721	4.0%	65
Bought KFC/6 Mo	26,640	22.6%	130
Bought Krispy Kreme Doughnuts/6 Mo	10,134	8.6%	129
Bought Little Caesars/6 Mo	24,164	20.5%	168
Bought Long John Silver`s/6 Mo	7,612	6.5%	249
Bought McDonald`s/6 Mo	62,322	52.9%	107
Bought Panda Express/6 Mo	15,035	12.8%	97
Bought Panera Bread/6 Mo	10,395	8.8%	66
Bought Papa John`s/6 Mo	10,643	9.0%	109
Bought Papa Murphy`s/6 Mo	3,371	2.9%	84
Bought Pizza Hut/6 Mo	23,174	19.7%	159
Bought Popeyes Chicken/6 Mo	18,919	16.1%	117
Bought Sonic Drive-In/6 Mo	25,045	21.3%	189
Bought Starbucks/6 Mo	18,347	15.6%	74
Bought Steak `N Shake/6 Mo	4,202	3.6%	124
Bought Subway/6 Mo	33,498	28.4%	126
Bought Taco Bell/6 Mo	39,145	33.2%	120
Bought Wendy`s/6 Mo	35,392	30.0%	112
Bought Whataburger/6 Mo	12,722	10.8%	180
Bought White Castle/6 Mo	2,231	1.9%	79
Bought Wing-Stop/6 Mo	6,079	5.2%	140

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Went to Fine Dining Restaurant/6 Mo	12,941	11.0%	71
Went to Fine Dining Restaurant/30 Days	9,257	7.9%	67
Went to Fine Dining Restaurant 2+ Times/30 Days	4,333	3.7%	67
Used DoorDash Site/App for Take-Out/Del/30 Days	12,423	10.5%	84
Used Grubhub Site/App for Take-Out/Del/30 Days	2,873	2.4%	53
Used Postmates Site/App for Take-Out/Del/30 Days	631	0.5%	48
Used Restrnt Site/App for Take-Out/Del/30 Days	18,953	16.1%	74
Used Uber Eats Site/App for Take-Out/Del/30 Days	4,533	3.8%	53
Used Yelp Site/App for Take-Out/Del/30 Days	792	0.7%	51

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