

Demographic Summary		2024	2029	
Population		417	406	
Population 18+		299	298	
Households		99	99	
Median Household Income		\$45,233	\$53,011	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		222	74.2%	104
Went to Family Restaurant/Steak House 4+ Times/30 Days		72	24.1%	103
Spent \$1-30 at Family Restaurant/Steak House/30 Days		21	7.0%	118
Spent \$31-50 at Family Restaurant/Steak House/30 Days		40	13.4%	150
Spent \$51-100 at Family Restaurant/Steak House/30 Days		53	17.7%	111
Spent \$101-200 at Family Restaurant/Steak House/30 Days		31	10.4%	88
Spent \$201+ at Family Restaurant/Steak House/30 Days		15	5.0%	75
Spent \$1-100 at Fine Dining Restaurants/30 Days		11	3.7%	106
Spent \$101-200 at Fine Dining Restaurants/30 Days		6	2.0%	70
Spent \$201+ at Fine Dining Restaurants/30 Days		4	1.3%	48
Went for Breakfast at Family Restaurant/Steak House/6 Mo		34	11.4%	93
Went for Lunch at Family Restaurant/Steak House/6 Mo		65	21.7%	116
Went for Dinner at Family Restaurant/Steak House/6 Mo		149	49.8%	106
Went for Snacks at Family Restaurant/Steak House/6 Mo		5	1.7%	100
Went on Workday to Family Restaurant/Steak House/6 Mo		105	35.1%	108
Went on Weekend to Family Restaurant/Steak House/6 Mo		116	38.8%	97
Went to Applebee`s/6 Mo		50	16.7%	109
Went to Bob Evans/6 Mo		7	2.3%	96
Went to Buffalo Wild Wings/6 Mo		27	9.0%	100
Went to California Pizza Kitchen/6 Mo		4	1.3%	76
Went to Carrabba`s/6 Mo		6	2.0%	93
Went to The Cheesecake Factory/6 Mo		15	5.0%	71
Went to Chili`s Grill & Bar/6 Mo		32	10.7%	111
Went to Cracker Barrel/6 Mo		60	20.1%	182
Went to Denny`s/6 Mo		18	6.0%	90
Went to Golden Corral/6 Mo		23	7.7%	183
Went to IHOP/6 Mo		28	9.4%	121
Went to Logan`s Roadhouse/6 Mo		9	3.0%	158
Went to Longhorn Steakhouse/6 Mo		28	9.4%	150
Went to Olive Garden/6 Mo		52	17.4%	111
Went to Outback Steakhouse/6 Mo		28	9.4%	117
Went to Red Lobster/6 Mo		30	10.0%	136
Went to Red Robin/6 Mo		15	5.0%	92
Went to Ruby Tuesday/6 Mo		9	3.0%	171
Went to Texas Roadhouse/6 Mo		54	18.1%	140
Went to T.G.I. Friday`s/6 Mo		7	2.3%	95
Went to Waffle House/6 Mo		30	10.0%	190
Went to Fast Food/Drive-In Restaurant/6 Mo		268	89.6%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		138	46.2%	117
Spent \$1-10 at Fast Food Restaurant/30 Days		7	2.3%	66
Spent \$11-20 at Fast Food Restaurant/30 Days		17	5.7%	70
Spent \$21-40 at Fast Food Restaurant/30 Days		48	16.1%	100
Spent \$41-50 at Fast Food Restaurant/30 Days		29	9.7%	106
Spent \$51-100 at Fast Food Restaurant/30 Days		72	24.1%	117
Spent \$101-200 at Fast Food Restaurant/30 Days		40	13.4%	103
Spent \$201+ at Fast Food Restaurant/30 Days		17	5.7%	97
Ordered Eat-In Fast Food/6 Mo		85	28.4%	99

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	35	11.7%	91
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	176	58.9%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	52	17.4%	76
Bought Breakfast at Fast Food Restaurant/6 Mo	120	40.1%	112
Bought Lunch at Fast Food Restaurant/6 Mo	176	58.9%	109
Bought Dinner at Fast Food Restaurant/6 Mo	166	55.5%	102
Bought Snack at Fast Food Restaurant/6 Mo	42	14.0%	100
Bought from Fast Food Restaurant on Weekday/6 Mo	208	69.6%	105
Bought from Fast Food Restaurant on Weekend/6 Mo	158	52.8%	100
Bought A&W/6 Mo	9	3.0%	139
Bought Arby`s/6 Mo	82	27.4%	150
Bought Baskin-Robbins/6 Mo	7	2.3%	70
Bought Boston Market/6 Mo	4	1.3%	75
Bought Burger King/6 Mo	95	31.8%	117
Bought Captain D`s/6 Mo	21	7.0%	245
Bought Carl`s Jr./6 Mo	11	3.7%	78
Bought Checkers/6 Mo	15	5.0%	211
Bought Chick-Fil-A/6 Mo	108	36.1%	108
Bought Chipotle Mexican Grill/6 Mo	29	9.7%	56
Bought Chuck E. Cheese`s/6 Mo	5	1.7%	112
Bought Church`s Fried Chicken/6 Mo	15	5.0%	166
Bought Cold Stone Creamery/6 Mo	10	3.3%	108
Bought Dairy Queen/6 Mo	71	23.7%	151
Bought Del Taco/6 Mo	6	2.0%	56
Bought Domino`s Pizza/6 Mo	59	19.7%	118
Bought Dunkin` Donuts/6 Mo	28	9.4%	63
Bought Five Guys/6 Mo	29	9.7%	98
Bought Hardee`s/6 Mo	34	11.4%	228
Bought Jack in the Box/6 Mo	19	6.4%	93
Bought Jersey Mike`s/6 Mo	20	6.7%	79
Bought Jimmy John`s/6 Mo	14	4.7%	76
Bought KFC/6 Mo	69	23.1%	133
Bought Krispy Kreme Doughnuts/6 Mo	28	9.4%	140
Bought Little Caesars/6 Mo	46	15.4%	126
Bought Long John Silver`s/6 Mo	18	6.0%	232
Bought McDonald`s/6 Mo	166	55.5%	112
Bought Panda Express/6 Mo	39	13.0%	99
Bought Panera Bread/6 Mo	30	10.0%	74
Bought Papa John`s/6 Mo	30	10.0%	121
Bought Papa Murphy`s/6 Mo	7	2.3%	69
Bought Pizza Hut/6 Mo	49	16.4%	132
Bought Popeyes Chicken/6 Mo	39	13.0%	95
Bought Sonic Drive-In/6 Mo	60	20.1%	178
Bought Starbucks/6 Mo	47	15.7%	74
Bought Steak `N Shake/6 Mo	11	3.7%	128
Bought Subway/6 Mo	79	26.4%	117
Bought Taco Bell/6 Mo	106	35.5%	128
Bought Wendy`s/6 Mo	99	33.1%	123
Bought Whataburger/6 Mo	26	8.7%	145
Bought White Castle/6 Mo	3	1.0%	42
Bought Wing-Stop/6 Mo	9	3.0%	82

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Went to Fine Dining Restaurant/6 Mo	35	11.7%	76
Went to Fine Dining Restaurant/30 Days	27	9.0%	77
Went to Fine Dining Restaurant 2+ Times/30 Days	13	4.3%	79
Used DoorDash Site/App for Take-Out/Del/30 Days	34	11.4%	90
Used Grubhub Site/App for Take-Out/Del/30 Days	7	2.3%	51
Used Postmates Site/App for Take-Out/Del/30 Days	3	1.0%	90
Used Restrnt Site/App for Take-Out/Del/30 Days	73	24.4%	112
Used Uber Eats Site/App for Take-Out/Del/30 Days	10	3.3%	46
Used Yelp Site/App for Take-Out/Del/30 Days	2	0.7%	51

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