

Demographic Summary		2024	2029
Population		10,317	10,243
Population 18+		6,793	6,975
Households		2,419	2,435
Median Household Income		\$37,656	\$43,953
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo	4,778	70.3%	99
Went to Family Restaurant/Steak House 4+ Times/30 Days	1,697	25.0%	107
Spent \$1-30 at Family Restaurant/Steak House/30 Days	595	8.8%	147
Spent \$31-50 at Family Restaurant/Steak House/30 Days	604	8.9%	100
Spent \$51-100 at Family Restaurant/Steak House/30 Days	1,030	15.2%	95
Spent \$101-200 at Family Restaurant/Steak House/30 Days	650	9.6%	82
Spent \$201+ at Family Restaurant/Steak House/30 Days	338	5.0%	74
Spent \$1-100 at Fine Dining Restaurants/30 Days	211	3.1%	89
Spent \$101-200 at Fine Dining Restaurants/30 Days	110	1.6%	56
Spent \$201+ at Fine Dining Restaurants/30 Days	79	1.2%	41
Went for Breakfast at Family Restaurant/Steak House/6 Mo	757	11.1%	91
Went for Lunch at Family Restaurant/Steak House/6 Mo	1,346	19.8%	105
Went for Dinner at Family Restaurant/Steak House/6 Mo	2,787	41.0%	87
Went for Snacks at Family Restaurant/Steak House/6 Mo	163	2.4%	144
Went on Workday to Family Restaurant/Steak House/6 Mo	2,131	31.4%	96
Went on Weekend to Family Restaurant/Steak House/6 Mo	2,574	37.9%	95
Went to Applebee's/6 Mo	1,229	18.1%	118
Went to Bob Evans/6 Mo	228	3.4%	137
Went to Buffalo Wild Wings/6 Mo	649	9.6%	106
Went to California Pizza Kitchen/6 Mo	65	1.0%	54
Went to Carrabba's/6 Mo	120	1.8%	82
Went to The Cheesecake Factory/6 Mo	343	5.0%	72
Went to Chili's Grill & Bar/6 Mo	665	9.8%	101
Went to Cracker Barrel/6 Mo	1,125	16.6%	150
Went to Denny's/6 Mo	467	6.9%	102
Went to Golden Corral/6 Mo	612	9.0%	214
Went to IHOP/6 Mo	541	8.0%	103
Went to Logan's Roadhouse/6 Mo	246	3.6%	190
Went to Longhorn Steakhouse/6 Mo	623	9.2%	147
Went to Olive Garden/6 Mo	999	14.7%	94
Went to Outback Steakhouse/6 Mo	545	8.0%	100
Went to Red Lobster/6 Mo	652	9.6%	130
Went to Red Robin/6 Mo	223	3.3%	60
Went to Ruby Tuesday/6 Mo	233	3.4%	194
Went to Texas Roadhouse/6 Mo	935	13.8%	106
Went to T.G.I. Friday's/6 Mo	183	2.7%	109
Went to Waffle House/6 Mo	766	11.3%	213
Went to Fast Food/Drive-In Restaurant/6 Mo	6,191	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,017	44.4%	112
Spent \$1-10 at Fast Food Restaurant/30 Days	231	3.4%	95
Spent \$11-20 at Fast Food Restaurant/30 Days	574	8.4%	103
Spent \$21-40 at Fast Food Restaurant/30 Days	944	13.9%	86
Spent \$41-50 at Fast Food Restaurant/30 Days	635	9.3%	102
Spent \$51-100 at Fast Food Restaurant/30 Days	1,429	21.0%	103
Spent \$101-200 at Fast Food Restaurant/30 Days	970	14.3%	110
Spent \$201+ at Fast Food Restaurant/30 Days	395	5.8%	99
Ordered Eat-In Fast Food/6 Mo	1,897	27.9%	97

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	871	12.8%	99
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,720	54.8%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,206	17.8%	78
Bought Breakfast at Fast Food Restaurant/6 Mo	2,846	41.9%	117
Bought Lunch at Fast Food Restaurant/6 Mo	3,651	53.7%	100
Bought Dinner at Fast Food Restaurant/6 Mo	3,566	52.5%	96
Bought Snack at Fast Food Restaurant/6 Mo	893	13.1%	94
Bought from Fast Food Restaurant on Weekday/6 Mo	4,537	66.8%	101
Bought from Fast Food Restaurant on Weekend/6 Mo	3,501	51.5%	98
Bought A&W/6 Mo	128	1.9%	87
Bought Arby`s/6 Mo	1,536	22.6%	124
Bought Baskin-Robbins/6 Mo	159	2.3%	70
Bought Boston Market/6 Mo	79	1.2%	65
Bought Burger King/6 Mo	2,399	35.3%	130
Bought Captain D`s/6 Mo	608	9.0%	312
Bought Carl`s Jr./6 Mo	202	3.0%	63
Bought Checkers/6 Mo	358	5.3%	221
Bought Chick-Fil-A/6 Mo	2,244	33.0%	99
Bought Chipotle Mexican Grill/6 Mo	747	11.0%	64
Bought Chuck E. Cheese`s/6 Mo	163	2.4%	160
Bought Church`s Fried Chicken/6 Mo	507	7.5%	247
Bought Cold Stone Creamery/6 Mo	172	2.5%	82
Bought Dairy Queen/6 Mo	1,323	19.5%	124
Bought Del Taco/6 Mo	88	1.3%	36
Bought Domino`s Pizza/6 Mo	1,243	18.3%	109
Bought Dunkin` Donuts/6 Mo	736	10.8%	73
Bought Five Guys/6 Mo	486	7.2%	72
Bought Hardee`s/6 Mo	867	12.8%	256
Bought Jack in the Box/6 Mo	266	3.9%	58
Bought Jersey Mike`s/6 Mo	431	6.3%	75
Bought Jimmy John`s/6 Mo	297	4.4%	71
Bought KFC/6 Mo	1,654	24.3%	140
Bought Krispy Kreme Doughnuts/6 Mo	587	8.6%	129
Bought Little Caesars/6 Mo	1,296	19.1%	156
Bought Long John Silver`s/6 Mo	426	6.3%	241
Bought McDonald`s/6 Mo	3,569	52.5%	106
Bought Panda Express/6 Mo	677	10.0%	76
Bought Panera Bread/6 Mo	630	9.3%	69
Bought Papa John`s/6 Mo	674	9.9%	119
Bought Papa Murphy`s/6 Mo	148	2.2%	64
Bought Pizza Hut/6 Mo	1,229	18.1%	146
Bought Popeyes Chicken/6 Mo	1,248	18.4%	133
Bought Sonic Drive-In/6 Mo	1,329	19.6%	174
Bought Starbucks/6 Mo	881	13.0%	61
Bought Steak `N Shake/6 Mo	268	3.9%	137
Bought Subway/6 Mo	1,910	28.1%	124
Bought Taco Bell/6 Mo	2,251	33.1%	120
Bought Wendy`s/6 Mo	2,212	32.6%	121
Bought Whataburger/6 Mo	435	6.4%	107
Bought White Castle/6 Mo	195	2.9%	120
Bought Wing-Stop/6 Mo	331	4.9%	132

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Went to Fine Dining Restaurant/6 Mo	732	10.8%	70
Went to Fine Dining Restaurant/30 Days	512	7.5%	64
Went to Fine Dining Restaurant 2+ Times/30 Days	239	3.5%	64
Used DoorDash Site/App for Take-Out/Del/30 Days	839	12.4%	98
Used Grubhub Site/App for Take-Out/Del/30 Days	254	3.7%	81
Used Postmates Site/App for Take-Out/Del/30 Days	55	0.8%	72
Used Restrnt Site/App for Take-Out/Del/30 Days	1,103	16.2%	75
Used Uber Eats Site/App for Take-Out/Del/30 Days	285	4.2%	58
Used Yelp Site/App for Take-Out/Del/30 Days	44	0.6%	49

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