| Demographic Summary | 2022 | 2027 |
|---|---|---|
| Population | 10,271 | 10,182 |
| Population 18+ | 6,507 | 6,414 |
| Households | 2,389 | 2,374 |
| Median Household Income | $37,875 | $38,897 |

| Product/Consumer Behavior | Expected Number of Adults | Percent | MPI |
|---|---|---|---|
| Went to family restaurant/steak house in last 6 months | 4,096 | 62.9% | 94 |
| Went to family restaurant/steak house 4+ times/month last 30 days | 1,348 | 20.7% | 100 |
| Spent at family restaurant/steak house last 30 days: $1-30 | 452 | 6.9% | 101 |
| Spent at family restaurant/steak house 30 days: $31-50 | 543 | 8.3% | 98 |
| Spent at family restaurant/steak house last 30 days: $51-100 | 911 | 14.0% | 99 |
| Spent at family restaurant/steak house last 30 days: $101-200 | 456 | 7.0% | 82 |
| Spent at family restaurant/steak house last 30 days: $201+ | 180 | 2.8% | 70 |
| Spent at fine dining last 30 days: $1-100 | 175 | 2.7% | 89 |
| Spent at fine dining last 30 days: $101+ | 150 | 2.3% | 62 |
| Went to family restaurant last 6 months: for breakfast | 658 | 10.1% | 100 |
| Went to family restaurant last 6 months: for lunch | 978 | 15.0% | 94 |
| Went to family restaurant last 6 months: for dinner | 2,518 | 38.7% | 92 |
| Went to family restaurant last 6 months: for snack | 121 | 1.9% | 121 |
| Went to family restaurant last 6 months: on weekday | 1,769 | 27.2% | 97 |
| Went to family restaurant last 6 months: on weekend | 2,199 | 33.8% | 93 |
| Went to family restaurant last 6 months: Applebee`s | 902 | 13.9% | 95 |
| Went to family restaurant last 6 months: Bob Evans | 137 | 2.1% | 84 |
| Went to family restaurant last 6 months: Buffalo Wild Wings | 593 | 9.1% | 105 |
| Went to family restaurant last 6 months: California Pizza Kitchen | 49 | 0.8% | 42 |
| Went to family restaurant last 6 months: Carrabba's | 131 | 2.0% | 101 |
| Went to family restaurant last 6 months: The Cheesecake Factory | 352 | 5.4% | 88 |
| Went to family restaurant last 6 months: Chili`s Grill & Bar | 681 | 10.5% | 110 |
| Went to family restaurant last 6 months: Cracker Barrel | 901 | 13.8% | 138 |
| Went to family restaurant last 6 months: Denny`s | 375 | 5.8% | 88 |
| Went to family restaurant last 6 months: Golden Corral | 551 | 8.5% | 203 |
| Went to family restaurant last 6 months: IHOP | 563 | 8.7% | 117 |
| Went to family restaurant last 6 months: Logan`s Roadhouse | 257 | 3.9% | 174 |
| Went to family restaurant last 6 months: LongHorn Steakhouse | 452 | 6.9% | 131 |
| Went to family restaurant last 6 months: Olive Garden | 836 | 12.8% | 90 |
| Went to family restaurant last 6 months: Outback Steakhouse | 427 | 6.6% | 91 |
| Went to family restaurant last 6 months: Red Lobster | 542 | 8.3% | 116 |
| Went to family restaurant last 6 months: Red Robin | 270 | 4.1% | 69 |
| Went to family restaurant last 6 months: Ruby Tuesday | 299 | 4.6% | 164 |
| Went to family restaurant last 6 months: Texas Roadhouse | 691 | 10.6% | 101 |
| Went to family restaurant last 6 months: T.G.I. Friday`s | 337 | 5.2% | 174 |
| Went to family restaurant last 6 months: Waffle House | 545 | 8.4% | 175 |
| Went to family restaurant last 6 months: fast food/drive-in | 5,841 | 89.8% | 99 |
| Went to fast food/drive-in restaurant 9+ times/month | 2,821 | 43.4% | 115 |
| Spent at fast food restaurant last 30 days: <$1-10 | 246 | 3.8% | 93 |
| Spent at fast food restaurant last 30 days: $11-$20 | 569 | 8.7% | 102 |
| Spent at fast food restaurant last 30 days: $21-$40 | 1,177 | 18.1% | 111 |
| Spent at fast food restaurant last 30 days: $41-$50 | 579 | 8.9% | 101 |
| Spent at fast food restaurant last 30 days: $51-$100 | 1,183 | 18.2% | 93 |
| Spent at fast food restaurant last 30 days: $101-$200 | 707 | 10.9% | 97 |
| Spent at fast food restaurant last 30 days: $201+ | 268 | 4.1% | 93 |
| Ordered eat-in fast food in the last 6 months | 1,288 | 19.8% | 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 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 | 1,288 | 19.8% | 87 |
| Went to fast food restaurant in the last 6 months: home delivery | 633 | 9.7% | 84 |
| Went to fast food restaurant in the last 6 months: take-out/drive-thru | 3,786 | 58.2% | 104 |
| Went to fast food restaurant in the last 6 months: take-out/walk-in | 1,258 | 19.3% | 91 |
| Went to fast food restaurant in the last 6 months: breakfast | 2,432 | 37.4% | 110 |
| Went to fast food restaurant in the last 6 months: lunch | 3,250 | 49.9% | 97 |
| Went to fast food restaurant in the last 6 months: dinner | 3,229 | 49.6% | 98 |
| Went to fast food restaurant in the last 6 months: snack | 653 | 10.0% | 81 |
| Went to fast food restaurant in the last 6 months: weekday | 3,964 | 60.9% | 99 |
| Went to fast food restaurant in the last 6 months: weekend | 3,056 | 47.0% | 94 |
| Went to fast food restaurant in the last 6 months: A & W | 93 | 1.4% | 73 |
| Went to fast food restaurant in the last 6 months: Arby`s | 1,142 | 17.6% | 102 |
| Went to fast food restaurant in the last 6 months: Baskin-Robbins | 178 | 2.7% | 84 |
| Went to fast food restaurant in the last 6 months: Boston Market | 128 | 2.0% | 95 |
| Went to fast food restaurant in the last 6 months: Burger King | 2,308 | 35.5% | 125 |
| Went to fast food restaurant in the last 6 months: Captain D`s | 547 | 8.4% | 282 |
| Went to fast food restaurant in the last 6 months: Carl`s Jr. | 314 | 4.8% | 92 |
| Went to fast food restaurant in the last 6 months: Checkers | 322 | 4.9% | 186 |
| Went to fast food restaurant in the last 6 months: Chick-fil-A | 2,089 | 32.1% | 107 |
| Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill | 609 | 9.4% | 65 |
| Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s | 215 | 3.3% | 231 |
| Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken | 535 | 8.2% | 257 |
| Went to fast food restaurant in the last 6 months: Cold Stone Creamery | 139 | 2.1% | 82 |
| Went to fast food restaurant in the last 6 months: Dairy Queen | 1,079 | 16.6% | 113 |
| Went to fast food restaurant in the last 6 months: Del Taco | 130 | 2.0% | 60 |
| Went to fast food restaurant in the last 6 months: Domino`s Pizza | 1,120 | 17.2% | 116 |
| Went to fast food restaurant in the last 6 months: Dunkin` Donuts | 720 | 11.1% | 78 |
| Went to fast food restaurant in the last 6 months: Five Guys | 432 | 6.6% | 71 |
| Went to fast food restaurant in the last 6 months: Hardee`s | 670 | 10.3% | 195 |
| Went to fast food restaurant in the last 6 months: Jack in the Box | 316 | 4.9% | 63 |
| Went to fast food restaurant in the last 6 months: Jersey Mike's | 235 | 3.6% | 66 |
| Went to fast food restaurant in the last 6 months: Jimmy John`s | 172 | 2.6% | 48 |
| Went to fast food restaurant in the last 6 months: KFC | 1,677 | 25.8% | 142 |
| Went to fast food restaurant in the last 6 months: Krispy Kreme | 616 | 9.5% | 146 |
| Went to fast food restaurant in the last 6 months: Little Caesars | 1,178 | 18.1% | 152 |
| Went to fast food restaurant in the last 6 months: Long John Silver`s | 243 | 3.7% | 146 |
| Went to fast food restaurant in the last 6 months: McDonald`s | 3,567 | 54.8% | 106 |
| Went to fast food restaurant in the last 6 months: Panda Express | 611 | 9.4% | 82 |
| Went to fast food restaurant in the last 6 months: Panera Bread | 447 | 6.9% | 55 |
| Went to fast food restaurant in the last 6 months: Papa John`s | 691 | 10.6% | 133 |
| Went to fast food restaurant in the last 6 months: Papa Murphy`s | 156 | 2.4% | 62 |
| Went to fast food restaurant in the last 6 months: Pizza Hut | 1,215 | 18.7% | 146 |
| Went to fast food restaurant in the last 6 months: Popeyes Chicken | 1,127 | 17.3% | 140 |
| Went to fast food restaurant in the last 6 months: Sonic Drive-In | 1,378 | 21.2% | 179 |
| Went to fast food restaurant in the last 6 months: Starbucks | 615 | 9.5% | 49 |
| Went to fast food restaurant in the last 6 months: Steak `n Shake | 344 | 5.3% | 137 |
| Went to fast food restaurant in the last 6 months: Subway | 1,551 | 23.8% | 113 |
| Went to fast food restaurant in the last 6 months: Taco Bell | 1,984 | 30.5% | 108 |
| Went to fast food restaurant in the last 6 months: Wendy`s | 1,889 | 29.0% | 112 |
| Went to fast food restaurant in the last 6 months: Whataburger | 374 | 5.7% | 105 |
| Went to fast food restaurant in the last 6 months: White Castle | 189 | 2.9% | 112 |
| Went to fast food restaurant in the last 6 months: Wing-Stop | 262 | 4.0% | 129 |
| Went to fine dining restaurant last month | 339 | 5.2% | 65 |
| Went to fine dining restaurant 2+ times last month | 175 | 2.7% | 71 |

**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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