

Demographic Summary		2024	2029	
Population		12,126	12,263	
Population 18+		8,734	8,983	
Households		4,547	4,606	
Median Household Income		\$72,763	\$78,707	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		6,408	73.4%	103
Went to Family Restaurant/Steak House 4+ Times/30 Days		2,114	24.2%	104
Spent \$1-30 at Family Restaurant/Steak House/30 Days		602	6.9%	116
Spent \$31-50 at Family Restaurant/Steak House/30 Days		910	10.4%	117
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,381	15.8%	99
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,052	12.0%	103
Spent \$201+ at Family Restaurant/Steak House/30 Days		536	6.1%	91
Spent \$1-100 at Fine Dining Restaurants/30 Days		281	3.2%	93
Spent \$101-200 at Fine Dining Restaurants/30 Days		199	2.3%	79
Spent \$201+ at Fine Dining Restaurants/30 Days		180	2.1%	74
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,133	13.0%	106
Went for Lunch at Family Restaurant/Steak House/6 Mo		1,729	19.8%	105
Went for Dinner at Family Restaurant/Steak House/6 Mo		4,496	51.5%	110
Went for Snacks at Family Restaurant/Steak House/6 Mo		119	1.4%	82
Went on Weekday to Family Restaurant/Steak House/6 Mo		3,103	35.5%	109
Went on Weekend to Family Restaurant/Steak House/6 Mo		3,730	42.7%	107
Went to Applebee`s/6 Mo		1,628	18.6%	122
Went to Bob Evans/6 Mo		356	4.1%	166
Went to Buffalo Wild Wings/6 Mo		902	10.3%	115
Went to California Pizza Kitchen/6 Mo		88	1.0%	57
Went to Carrabba`s/6 Mo		186	2.1%	99
Went to The Cheesecake Factory/6 Mo		418	4.8%	68
Went to Chili`s Grill & Bar/6 Mo		747	8.6%	89
Went to Cracker Barrel/6 Mo		1,231	14.1%	128
Went to Denny`s/6 Mo		445	5.1%	76
Went to Golden Corral/6 Mo		339	3.9%	92
Went to IHOP/6 Mo		571	6.5%	85
Went to Logan`s Roadhouse/6 Mo		223	2.6%	134
Went to Longhorn Steakhouse/6 Mo		640	7.3%	117
Went to Olive Garden/6 Mo		1,451	16.6%	106
Went to Outback Steakhouse/6 Mo		762	8.7%	109
Went to Red Lobster/6 Mo		681	7.8%	106
Went to Red Robin/6 Mo		505	5.8%	106
Went to Ruby Tuesday/6 Mo		181	2.1%	118
Went to Texas Roadhouse/6 Mo		1,505	17.2%	133
Went to T.G.I. Friday`s/6 Mo		168	1.9%	78
Went to Waffle House/6 Mo		509	5.8%	110
Went to Fast Food/Drive-In Restaurant/6 Mo		8,079	92.5%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		3,481	39.9%	101
Spent \$1-10 at Fast Food Restaurant/30 Days		332	3.8%	107
Spent \$11-20 at Fast Food Restaurant/30 Days		757	8.7%	106
Spent \$21-40 at Fast Food Restaurant/30 Days		1,384	15.8%	99
Spent \$41-50 at Fast Food Restaurant/30 Days		857	9.8%	107
Spent \$51-100 at Fast Food Restaurant/30 Days		1,894	21.7%	106
Spent \$101-200 at Fast Food Restaurant/30 Days		1,172	13.4%	103
Spent \$201+ at Fast Food Restaurant/30 Days		498	5.7%	97
Ordered Eat-In Fast Food/6 Mo		2,701	30.9%	107

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		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	921	10.5%	82
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,170	59.2%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,785	20.4%	90
Bought Breakfast at Fast Food Restaurant/6 Mo	3,276	37.5%	105
Bought Lunch at Fast Food Restaurant/6 Mo	4,912	56.2%	105
Bought Dinner at Fast Food Restaurant/6 Mo	5,158	59.1%	108
Bought Snack at Fast Food Restaurant/6 Mo	1,231	14.1%	101
Bought from Fast Food Restaurant on Weekday/6 Mo	6,155	70.5%	106
Bought from Fast Food Restaurant on Weekend/6 Mo	4,692	53.7%	102
Bought A&W/6 Mo	345	4.0%	182
Bought Arby's/6 Mo	2,464	28.2%	155
Bought Baskin-Robbins/6 Mo	197	2.3%	67
Bought Boston Market/6 Mo	119	1.4%	76
Bought Burger King/6 Mo	2,684	30.7%	113
Bought Captain D's/6 Mo	270	3.1%	108
Bought Carl's Jr./6 Mo	167	1.9%	41
Bought Checkers/6 Mo	172	2.0%	83
Bought Chick-Fil-A/6 Mo	2,866	32.8%	98
Bought Chipotle Mexican Grill/6 Mo	1,241	14.2%	83
Bought Chuck E. Cheese's/6 Mo	104	1.2%	80
Bought Church's Fried Chicken/6 Mo	164	1.9%	62
Bought Cold Stone Creamery/6 Mo	240	2.7%	89
Bought Dairy Queen/6 Mo	1,918	22.0%	140
Bought Del Taco/6 Mo	149	1.7%	47
Bought Domino's Pizza/6 Mo	1,300	14.9%	89
Bought Dunkin' Donuts/6 Mo	1,177	13.5%	91
Bought Five Guys/6 Mo	839	9.6%	97
Bought Hardee's/6 Mo	706	8.1%	162
Bought Jack in the Box/6 Mo	292	3.3%	49
Bought Jersey Mike's/6 Mo	708	8.1%	95
Bought Jimmy John's/6 Mo	792	9.1%	147
Bought KFC/6 Mo	1,700	19.5%	112
Bought Krispy Kreme Doughnuts/6 Mo	440	5.0%	75
Bought Little Caesars/6 Mo	1,075	12.3%	101
Bought Long John Silver's/6 Mo	337	3.9%	148
Bought McDonald's/6 Mo	4,621	52.9%	107
Bought Panda Express/6 Mo	867	9.9%	75
Bought Panera Bread/6 Mo	1,218	13.9%	104
Bought Papa John's/6 Mo	818	9.4%	113
Bought Papa Murphy's/6 Mo	404	4.6%	137
Bought Pizza Hut/6 Mo	1,252	14.3%	116
Bought Popeyes Chicken/6 Mo	984	11.3%	82
Bought Sonic Drive-In/6 Mo	1,096	12.5%	111
Bought Starbucks/6 Mo	1,519	17.4%	82
Bought Steak 'N Shake/6 Mo	359	4.1%	143
Bought Subway/6 Mo	2,211	25.3%	112
Bought Taco Bell/6 Mo	2,720	31.1%	112
Bought Wendy's/6 Mo	2,618	30.0%	111
Bought Whataburger/6 Mo	433	5.0%	83
Bought White Castle/6 Mo	259	3.0%	124
Bought Wing-Stop/6 Mo	202	2.3%	63

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Went to Fine Dining Restaurant/6 Mo	1,187	13.6%	88
Went to Fine Dining Restaurant/30 Days	868	9.9%	85
Went to Fine Dining Restaurant 2+ Times/30 Days	415	4.8%	87
Used DoorDash Site/App for Take-Out/Del/30 Days	840	9.6%	76
Used Grubhub Site/App for Take-Out/Del/30 Days	260	3.0%	65
Used Postmates Site/App for Take-Out/Del/30 Days	53	0.6%	54
Used Restrnt Site/App for Take-Out/Del/30 Days	1,939	22.2%	102
Used Uber Eats Site/App for Take-Out/Del/30 Days	356	4.1%	57
Used Yelp Site/App for Take-Out/Del/30 Days	68	0.8%	59

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