

Tracts: 48031950100, 48031950200, et. al.

Demographic Summary	2003	2008
Population	53,088	67,062
Total Number of Adults	39,676	50,838
Households	19,345	24,567
Median Household Income	\$72,050	\$83,205

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Family Restaurants / Steak Houses			
Ate at Restaurant in Last 6 Months	30,527	76.9%	110
Ate at Restaurant <2 Times in Last Month	9,696	24.4%	102
Ate at Restaurant 2-3 Times in Last Month	9,275	23.4%	112
Ate at Restaurant 4+ Times in Last Month	11,557	29.1%	115
Ate Breakfast at Restaurant in Last 6 Months	6,238	15.7%	112
Ate Lunch at Restaurant in Last 6 Months	11,114	28.0%	119
Ate Snack at Restaurant in Last 6 Months	1,080	2.7%	103
Ate Dinner at Restaurant in Last 6 Months	22,794	57.5%	113
Ate at Restaurant on Weekday in Last 6 Months	17,654	44.5%	118
Ate at Restaurant on Weekend in Last 6 Months	19,060	48.0%	111
Fast Food Restaurants / Drive-ins			
Went to Fast Food Restaurant in Last 6 Months	36,241	91.3%	104
Went to Fast Food Restaurant <4 Times/Month	9,819	24.7%	103
Went to Fast Food Restaurant 4-8 Times/Month	11,963	30.2%	111
Went to Fast Food Restaurant 9+ Times/Month	14,450	36.4%	100
Decided to Go to Fast Food Restaurant: Self	29,426	74.2%	106
Decided to Go to Fast Food Restaurant: Other Adult	11,111	28.0%	114
Decided to Go to Fast Food Restaurant: Child	7,104	17.9%	112
Ate Breakfast at Fast Food Restaurant in Last 6 Months	9,472	23.9%	99
Ate Lunch at Fast Food Restaurant in Last 6 Months	25,638	64.6%	108
Ate Snack at Fast Food Restaurant in Last 6 Months	5,317	13.4%	101
Ate Dinner at Fast Food Restaurant in Last 6 Months	20,778	52.4%	107
Ate at Fast Food Restaurant on Weekday in Last 6 Months	28,315	71.4%	109
Ate at Fast Food Restaurant on Weekend in Last 6 Months	19,854	50.0%	105
Fast Food in Last 6 Months: Ate in Restaurant	17,435	43.9%	108
Fast Food in Last 6 Months: Home Delivery	6,343	16.0%	118
Fast Food in Last 6 Months: Take-out by Drive-thru	22,185	55.9%	108
Fast Food in Last 6 Months: Take-out by Walk-in	9,269	23.4%	105

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. average. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to eat at restaurants, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.