

Huntingburg Town Hall
508 E 4th St
Huntingburg, IN 47542-1319

Site Type: Drive Time

Latitude: 38.29619
Longitude: -86.95348
Drive Time: 15 Minutes

Demographic Summary	2009	2014
Population	22,240	22,564
Population 18+	16,619	16,973
Households	8,585	8,770
Median Household Income	\$55,063	\$56,274

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	11,985	72.1%	99
Family restaurant/steak house last month: <2 times	4,370	26.3%	101
Family restaurant/steak house last month: 2-4times	4,357	26.2%	96
Family restaurant/steak house last month: 5+ times	3,258	19.6%	100
Family restaurant/steak house last 6 months: breakfast	1,952	11.7%	98
Family restaurant/steak house last 6 months: lunch	4,206	25.3%	100
Family restaurant/steak house last 6 months: snack	322	1.9%	69
Family restaurant/steak house last 6 months: dinner	8,995	54.1%	102
Family restaurant/steak house last 6 months: weekday	6,473	38.9%	101
Family restaurant/steak house last 6 months: weekend	7,402	44.5%	100
Family restaurant/steak house last 6 months: Applebee's	4,435	26.7%	103
Family restaurant/steak house last 6 months: Bennigan's	339	2.0%	71
Family restaurant/steak house last 6 months: Bob Evans Farm	1,173	7.1%	154
Family restaurant/steak house last 6 months: Cheesecake Factory	545	3.3%	50
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,419	8.5%	76
Family restaurant/steak house last 6 months: Cracker Barrel	2,617	15.7%	130
Family restaurant/steak house last 6 months: Denny's	1,298	7.8%	83
Family restaurant/steak house last 6 months: Friendly's	620	3.7%	99
Family restaurant/steak house last 6 months: Golden Corral	1,383	8.3%	108
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,361	8.2%	73
Family restaurant/steak house last 6 months: Lone Star Steakhouse	557	3.4%	110
Family restaurant/steak house last 6 months: Old Country Buffet	628	3.8%	120
Family restaurant/steak house last 6 months: Olive Garden	2,716	16.3%	96
Family restaurant/steak house last 6 months: Outback Steakhouse	1,751	10.5%	88
Family restaurant/steak house last 6 months: Perkins	841	5.1%	135
Family restaurant/steak house last 6 months: Red Lobster	2,209	13.3%	92
Family restaurant/steak house last 6 months: Red Robin	738	4.4%	90
Family restaurant/steak house last 6 months: Ruby Tuesday	1,389	8.4%	94
Family restaurant/steak house last 6 months: Ryan's	1,007	6.1%	134
Family restaurant/steak house last 6 months: Sizzler	396	2.4%	76
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,391	8.4%	79
Went to fast food/drive-in restaurant in last 6 months	15,078	90.7%	101
Went to fast food/drive-in restaurant <5 times/month	5,047	30.4%	99
Went to fast food/drive-in restaurant 5-12 times/month	5,502	33.1%	105
Went to fast food/drive-in restaurant 13+ times/month	4,530	27.3%	98
Fast food/drive-in last 6 months: breakfast	4,635	27.9%	101
Fast food/drive-in last 6 months: lunch	10,122	60.9%	103
Fast food/drive-in last 6 months: snack	2,545	15.3%	86
Fast food/drive-in last 6 months: dinner	8,695	52.3%	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 Mediarmark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	11,621	69.9%	104
Fast food/drive-in last 6 months: weekend	8,169	49.2%	101
Fast food/drive-in last 6 months: A & W	939	5.7%	111
Fast food/drive-in last 6 months: Arby's	4,749	28.6%	136
Fast food/drive-in last 6 months: Boston Market	530	3.2%	60
Fast food/drive-in last 6 months: Burger King	6,719	40.4%	109
Fast food/drive-in last 6 months: Captain D's	1,013	6.1%	112
Fast food/drive-in last 6 months: Carl's Jr.	577	3.5%	59
Fast food/drive-in last 6 months: Checkers	432	2.6%	76
Fast food/drive-in last 6 months: Chick-fil-A	1,782	10.7%	85
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	549	3.3%	61
Fast food/drive-in last 6 months: Chuck E. Cheese's	590	3.6%	77
Fast food/drive-in last 6 months: Church's Fr. Chicken	397	2.4%	54
Fast food/drive-in last 6 months: Dairy Queen	3,609	21.7%	130
Fast food/drive-in last 6 months: Del Taco	231	1.4%	43
Fast food/drive-in last 6 months: Domino's Pizza	2,041	12.3%	87
Fast food/drive-in last 6 months: Dunkin' Donuts	1,361	8.2%	71
Fast food/drive-in last 6 months: Fuddruckers	351	2.1%	73
Fast food/drive-in last 6 months: Hardee's	1,755	10.6%	135
Fast food/drive-in last 6 months: Jack in the Box	1,298	7.8%	72
Fast food/drive-in last 6 months: KFC	5,155	31.0%	106
Fast food/drive-in last 6 months: Little Caesars	1,162	7.0%	102
Fast food/drive-in last 6 months: Long John Silver's	1,503	9.0%	124
Fast food/drive-in last 6 months: McDonald's	9,958	59.9%	105
Fast food/drive-in last 6 months: Panera Bread	1,243	7.5%	80
Fast food/drive-in last 6 months: Papa John's	1,211	7.3%	81
Fast food/drive-in last 6 months: Pizza Hut	4,254	25.6%	109
Fast food/drive-in last 6 months: Popeyes	697	4.2%	58
Fast food/drive-in last 6 months: Quiznos	1,297	7.8%	82
Fast food/drive-in last 6 months: Sonic Drive-In	1,875	11.3%	98
Fast food/drive-in last 6 months: Starbucks	1,560	9.4%	64
Fast food/drive-in last 6 months: Steak n Shake	1,035	6.2%	114
Fast food/drive-in last 6 months: Subway	5,562	33.5%	106
Fast food/drive-in last 6 months: Taco Bell	5,788	34.8%	109
Fast food/drive-in last 6 months: Wendy's	5,565	33.5%	104
Fast food/drive-in last 6 months: Whataburger	370	2.2%	49
Fast food/drive-in last 6 months: White Castle	684	4.1%	95
Fast food/drive-in last 6 months: eat in	6,796	40.9%	106
Fast food/drive-in last 6 months: home delivery	1,551	9.3%	84
Fast food/drive-in last 6 months: take-out/drive-thru	9,368	56.4%	108
Fast food/drive-in last 6 months: take-out/walk-in	3,639	21.9%	89

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Demographic Summary	2009	2014
Population	51,584	52,410
Population 18+	38,574	39,369
Households	19,851	20,337
Median Household Income	\$52,945	\$54,376

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	27,339	70.9%	97
Family restaurant/steak house last month: <2 times	10,074	26.1%	100
Family restaurant/steak house last month: 2-4times	10,012	26.0%	95
Family restaurant/steak house last month: 5+ times	7,256	18.8%	96
Family restaurant/steak house last 6 months: breakfast	4,262	11.0%	92
Family restaurant/steak house last 6 months: lunch	9,848	25.5%	101
Family restaurant/steak house last 6 months: snack	689	1.8%	64
Family restaurant/steak house last 6 months: dinner	20,456	53.0%	100
Family restaurant/steak house last 6 months: weekday	14,647	38.0%	98
Family restaurant/steak house last 6 months: weekend	17,037	44.2%	100
Family restaurant/steak house last 6 months: Applebee's	9,939	25.8%	100
Family restaurant/steak house last 6 months: Bennigan's	756	2.0%	68
Family restaurant/steak house last 6 months: Bob Evans Farm	2,770	7.2%	157
Family restaurant/steak house last 6 months: Cheesecake Factory	1,109	2.9%	44
Family restaurant/steak house last 6 months: Chili's Grill & Bar	3,071	8.0%	71
Family restaurant/steak house last 6 months: Cracker Barrel	6,461	16.7%	138
Family restaurant/steak house last 6 months: Denny's	2,865	7.4%	79
Family restaurant/steak house last 6 months: Friendly's	1,330	3.4%	91
Family restaurant/steak house last 6 months: Golden Corral	3,375	8.7%	114
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,974	7.7%	69
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,244	3.2%	106
Family restaurant/steak house last 6 months: Old Country Buffet	1,387	3.6%	114
Family restaurant/steak house last 6 months: Olive Garden	5,975	15.5%	91
Family restaurant/steak house last 6 months: Outback Steakhouse	3,962	10.3%	86
Family restaurant/steak house last 6 months: Perkins	1,856	4.8%	129
Family restaurant/steak house last 6 months: Red Lobster	5,140	13.3%	92
Family restaurant/steak house last 6 months: Red Robin	1,407	3.6%	74
Family restaurant/steak house last 6 months: Ruby Tuesday	3,215	8.3%	94
Family restaurant/steak house last 6 months: Ryan's	2,792	7.2%	161
Family restaurant/steak house last 6 months: Sizzler	813	2.1%	67
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,072	8.0%	75
Went to fast food/drive-in restaurant in last 6 months	35,054	90.9%	101
Went to fast food/drive-in restaurant <5 times/month	11,763	30.5%	100
Went to fast food/drive-in restaurant 5-12 times/month	12,854	33.3%	106
Went to fast food/drive-in restaurant 13+ times/month	10,439	27.1%	98
Fast food/drive-in last 6 months: breakfast	11,011	28.5%	103
Fast food/drive-in last 6 months: lunch	23,666	61.4%	104
Fast food/drive-in last 6 months: snack	5,828	15.1%	84
Fast food/drive-in last 6 months: dinner	20,213	52.4%	107

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	26,968	69.9%	104
Fast food/drive-in last 6 months: weekend	18,909	49.0%	101
Fast food/drive-in last 6 months: A & W	2,078	5.4%	106
Fast food/drive-in last 6 months: Arby's	11,244	29.1%	139
Fast food/drive-in last 6 months: Boston Market	1,095	2.8%	53
Fast food/drive-in last 6 months: Burger King	15,507	40.2%	109
Fast food/drive-in last 6 months: Captain D's	2,846	7.4%	136
Fast food/drive-in last 6 months: Carl's Jr.	998	2.6%	44
Fast food/drive-in last 6 months: Checkers	1,054	2.7%	80
Fast food/drive-in last 6 months: Chick-fil-A	4,462	11.6%	92
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,080	2.8%	52
Fast food/drive-in last 6 months: Chuck E. Cheese's	1,400	3.6%	79
Fast food/drive-in last 6 months: Church's Fr. Chicken	902	2.3%	52
Fast food/drive-in last 6 months: Dairy Queen	8,590	22.3%	133
Fast food/drive-in last 6 months: Del Taco	429	1.1%	34
Fast food/drive-in last 6 months: Domino's Pizza	4,870	12.6%	89
Fast food/drive-in last 6 months: Dunkin' Donuts	2,781	7.2%	63
Fast food/drive-in last 6 months: Fuddruckers	805	2.1%	72
Fast food/drive-in last 6 months: Hardee's	4,744	12.3%	157
Fast food/drive-in last 6 months: Jack in the Box	2,679	6.9%	64
Fast food/drive-in last 6 months: KFC	12,161	31.5%	108
Fast food/drive-in last 6 months: Little Caesars	2,732	7.1%	104
Fast food/drive-in last 6 months: Long John Silver's	3,867	10.0%	138
Fast food/drive-in last 6 months: McDonald's	23,131	60.0%	106
Fast food/drive-in last 6 months: Panera Bread	2,655	6.9%	74
Fast food/drive-in last 6 months: Papa John's	2,689	7.0%	78
Fast food/drive-in last 6 months: Pizza Hut	10,127	26.3%	112
Fast food/drive-in last 6 months: Popeyes	1,531	4.0%	55
Fast food/drive-in last 6 months: Quiznos	2,787	7.2%	76
Fast food/drive-in last 6 months: Sonic Drive-In	4,884	12.7%	110
Fast food/drive-in last 6 months: Starbucks	3,266	8.5%	58
Fast food/drive-in last 6 months: Steak n Shake	2,378	6.2%	113
Fast food/drive-in last 6 months: Subway	12,619	32.7%	103
Fast food/drive-in last 6 months: Taco Bell	13,536	35.1%	109
Fast food/drive-in last 6 months: Wendy's	13,109	34.0%	105
Fast food/drive-in last 6 months: Whataburger	889	2.3%	51
Fast food/drive-in last 6 months: White Castle	1,559	4.0%	93
Fast food/drive-in last 6 months: eat in	16,246	42.1%	110
Fast food/drive-in last 6 months: home delivery	3,512	9.1%	82
Fast food/drive-in last 6 months: take-out/drive-thru	21,868	56.7%	108
Fast food/drive-in last 6 months: take-out/walk-in	8,177	21.2%	86

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Demographic Summary	2009	2014
Population	101,537	103,494
Population 18+	77,008	78,901
Households	38,961	40,028
Median Household Income	\$50,807	\$52,366

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	53,890	70.0%	96
Family restaurant/steak house last month: <2 times	20,249	26.3%	101
Family restaurant/steak house last month: 2-4times	19,649	25.5%	93
Family restaurant/steak house last month: 5+ times	13,998	18.2%	93
Family restaurant/steak house last 6 months: breakfast	8,130	10.6%	88
Family restaurant/steak house last 6 months: lunch	19,469	25.3%	100
Family restaurant/steak house last 6 months: snack	1,349	1.8%	63
Family restaurant/steak house last 6 months: dinner	40,250	52.3%	98
Family restaurant/steak house last 6 months: weekday	28,484	37.0%	95
Family restaurant/steak house last 6 months: weekend	33,870	44.0%	99
Family restaurant/steak house last 6 months: Applebee's	19,117	24.8%	96
Family restaurant/steak house last 6 months: Bennigan's	1,444	1.9%	65
Family restaurant/steak house last 6 months: Bob Evans Farm	5,360	7.0%	152
Family restaurant/steak house last 6 months: Cheesecake Factory	2,125	2.8%	42
Family restaurant/steak house last 6 months: Chili's Grill & Bar	5,801	7.5%	67
Family restaurant/steak house last 6 months: Cracker Barrel	13,641	17.7%	146
Family restaurant/steak house last 6 months: Denny's	5,399	7.0%	75
Family restaurant/steak house last 6 months: Friendly's	2,533	3.3%	87
Family restaurant/steak house last 6 months: Golden Corral	7,101	9.2%	120
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	5,832	7.6%	68
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,404	3.1%	102
Family restaurant/steak house last 6 months: Old Country Buffet	2,565	3.3%	106
Family restaurant/steak house last 6 months: Olive Garden	11,131	14.5%	85
Family restaurant/steak house last 6 months: Outback Steakhouse	7,816	10.1%	85
Family restaurant/steak house last 6 months: Perkins	3,475	4.5%	121
Family restaurant/steak house last 6 months: Red Lobster	10,319	13.4%	92
Family restaurant/steak house last 6 months: Red Robin	2,468	3.2%	65
Family restaurant/steak house last 6 months: Ruby Tuesday	6,509	8.5%	95
Family restaurant/steak house last 6 months: Ryan's	6,650	8.6%	192
Family restaurant/steak house last 6 months: Sizzler	1,478	1.9%	61
Family restaurant/steak house last 6 months: T.G.I. Friday's	5,784	7.5%	71
Went to fast food/drive-in restaurant in last 6 months	69,855	90.7%	101
Went to fast food/drive-in restaurant <5 times/month	23,495	30.5%	100
Went to fast food/drive-in restaurant 5-12 times/month	25,727	33.4%	106
Went to fast food/drive-in restaurant 13+ times/month	20,637	26.8%	97
Fast food/drive-in last 6 months: breakfast	22,084	28.7%	103
Fast food/drive-in last 6 months: lunch	46,976	61.0%	103
Fast food/drive-in last 6 months: snack	11,122	14.4%	81
Fast food/drive-in last 6 months: dinner	39,830	51.7%	106

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	Number of Adults	Percent	
Fast food/drive-in last 6 months: weekday	53,661	69.7%	104
Fast food/drive-in last 6 months: weekend	37,479	48.7%	100
Fast food/drive-in last 6 months: A & W	4,067	5.3%	104
Fast food/drive-in last 6 months: Arby's	22,511	29.2%	139
Fast food/drive-in last 6 months: Boston Market	1,913	2.5%	47
Fast food/drive-in last 6 months: Burger King	30,425	39.5%	107
Fast food/drive-in last 6 months: Captain D's	6,762	8.8%	162
Fast food/drive-in last 6 months: Carl's Jr.	1,494	1.9%	33
Fast food/drive-in last 6 months: Checkers	2,322	3.0%	89
Fast food/drive-in last 6 months: Chick-fil-A	9,377	12.2%	97
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	2,048	2.7%	49
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,690	3.5%	76
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,613	2.1%	47
Fast food/drive-in last 6 months: Dairy Queen	17,481	22.7%	136
Fast food/drive-in last 6 months: Del Taco	693	0.9%	28
Fast food/drive-in last 6 months: Domino's Pizza	9,811	12.7%	90
Fast food/drive-in last 6 months: Dunkin' Donuts	4,859	6.3%	55
Fast food/drive-in last 6 months: Fuddruckers	1,509	2.0%	68
Fast food/drive-in last 6 months: Hardee's	11,223	14.6%	186
Fast food/drive-in last 6 months: Jack in the Box	4,828	6.3%	58
Fast food/drive-in last 6 months: KFC	25,033	32.5%	112
Fast food/drive-in last 6 months: Little Caesars	5,499	7.1%	105
Fast food/drive-in last 6 months: Long John Silver's	8,734	11.3%	156
Fast food/drive-in last 6 months: McDonald's	46,019	59.8%	105
Fast food/drive-in last 6 months: Panera Bread	4,692	6.1%	65
Fast food/drive-in last 6 months: Papa John's	5,250	6.8%	76
Fast food/drive-in last 6 months: Pizza Hut	20,451	26.6%	113
Fast food/drive-in last 6 months: Popeyes	3,054	4.0%	55
Fast food/drive-in last 6 months: Quiznos	5,278	6.9%	72
Fast food/drive-in last 6 months: Sonic Drive-In	10,765	14.0%	121
Fast food/drive-in last 6 months: Starbucks	5,590	7.3%	50
Fast food/drive-in last 6 months: Steak n Shake	4,697	6.1%	111
Fast food/drive-in last 6 months: Subway	24,867	32.3%	102
Fast food/drive-in last 6 months: Taco Bell	26,914	34.9%	109
Fast food/drive-in last 6 months: Wendy's	26,083	33.9%	105
Fast food/drive-in last 6 months: Whataburger	1,831	2.4%	52
Fast food/drive-in last 6 months: White Castle	3,032	3.9%	91
Fast food/drive-in last 6 months: eat in	32,689	42.4%	110
Fast food/drive-in last 6 months: home delivery	6,629	8.6%	77
Fast food/drive-in last 6 months: take-out/drive-thru	43,172	56.1%	107
Fast food/drive-in last 6 months: take-out/walk-in	15,667	20.3%	83

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