

<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults or HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	2,728	60.2%	98
Bought Women`s Clothing/12 Mo	2,285	50.4%	97
Bought Shoes/12 Mo	3,265	72.0%	97
Bought Fine Jewelry/12 Mo	1,092	24.1%	118
Bought Watch/12 Mo	816	18.0%	130
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	1,769	92.3%	101
HH Bought or Leased New Vehicle/12 Mo	157	8.2%	81
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	4,255	93.8%	104
Bought or Changed Motor Oil/12 Mo	2,653	58.5%	114
Had Vehicle Tune-Up/12 Mo	1,139	25.1%	101
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	2,086	46.0%	124
Drank Beer or Ale/6 Mo	1,341	29.6%	75
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	327	7.2%	66
Own Digital SLR Camera or Camcorder	458	10.1%	93
Printed Digital Photos/12 Mo	1,127	24.9%	92
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	1,792	39.5%	113
Have a Smartphone	4,211	92.9%	99
Have Android Phone (Any Brand) Smartphone	2,037	44.9%	116
Have Apple iPhone Smartphone	2,239	49.4%	87
HH Owns 1 Cell Phone	523	27.3%	89
HH Owns 2 Cell Phones	775	40.4%	103
HH Owns 3+ Cell Phones	597	31.1%	108
HH Has Cell Phone Only (No Landline Telephone)	1,310	68.3%	100
<b>Computers (Households)</b>			
HH Owns Computer	1,536	80.1%	94
HH Owns Desktop Computer	679	35.4%	89
HH Owns Laptop or Notebook	1,213	63.3%	90
HH Owns Apple/Mac Brand Computer	304	15.9%	66
HH Owns PC/Non-Apple Brand Computer	1,393	72.7%	102
HH Purchased Most Recent Home Computer at Store	750	39.1%	100
HH Purchased Most Recent Home Computer Online	486	25.4%	92
HH Spent \$1-499 on Most Recent Home Computer	354	18.5%	117
HH Spent \$500-999 on Most Recent Home Computer	373	19.5%	96
HH Spent \$1K-1499 on Most Recent Home Computer	163	8.5%	70
HH Spent \$1500-1999 on Most Recent Home Computer	80	4.2%	91
HH Spent \$2K+ on Most Recent Home Computer	59	3.1%	57

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 2023 and 2028.



Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	3,346	73.8%	115
Bought Brewed Coffee at C-Store/30 Days	532	11.7%	97
Bought Cigarettes at C-Store/30 Days	572	12.6%	207
Bought Gas at C-Store/30 Days	2,433	53.7%	136
Spent \$1-19 at C-Store/30 Days	216	4.8%	65
Spent \$20-39 at C-Store/30 Days	530	11.7%	119
Spent \$40-50 at C-Store/30 Days	347	7.7%	99
Spent \$51-99 at C-Store/30 Days	367	8.1%	132
Spent \$100+ at C-Store/30 Days	1,381	30.5%	146
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	1,352	29.8%	81
Went to Live Theater/12 Mo	226	5.0%	73
Went to Bar or Night Club/12 Mo	425	9.4%	58
Dined Out/12 Mo	2,456	54.2%	104
Gambled at Casino/12 Mo	531	11.7%	109
Visited Theme Park/12 Mo	483	10.7%	92
Viewed Movie (Video-on-Demand)/30 Days	431	9.5%	86
Viewed TV Show (Video-on-Demand)/30 Days	225	5.0%	65
Used Internet to Download Movie/30 Days	177	3.9%	65
Downloaded Individual Song/6 Mo	1,107	24.4%	121
Used Internet to Watch Movie/30 Days	1,194	26.3%	77
Used Internet to Watch TV Program/30 Days	813	17.9%	81
Played (Console) Video or Electronic Game/12 Mo	614	13.5%	106
Played (Portable) Video or Electronic Game/12 Mo	324	7.1%	108
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	1,381	30.5%	80
Used ATM or Cash Machine/12 Mo	2,765	61.0%	97
Own Any Stock	400	8.8%	59
Own U.S. Savings Bonds	167	3.7%	52
Own Shares in Mutual Fund (Stocks)	278	6.1%	45
Own Shares in Mutual Fund (Bonds)	210	4.6%	54
Have Interest Checking Account	1,564	34.5%	88
Have Non-Interest Checking Account	1,719	37.9%	100
Have Savings Account	2,665	58.8%	79
Have 401(k) Retirement Savings Plan	704	15.5%	64
Own or Used Any Credit/Debit Card/12 Mo	4,126	91.0%	98
Avg \$1-110 Monthly Credit Card Expenditures	559	12.3%	108
Avg \$111-225 Monthly Credit Card Expenditures	397	8.8%	114
Avg \$226-450 Monthly Credit Card Expenditures	352	7.8%	84
Avg \$451-700 Monthly Credit Card Expenditures	362	8.0%	87
Avg \$701-1000 Monthly Credit Card Expenditures	241	5.3%	65
Avg \$1001-2000 Monthly Credit Card Expenditures	281	6.2%	53
Avg \$2001+ Monthly Credit Card Expenditures	305	6.7%	61
Did Banking Online/12 Mo	2,274	50.2%	85
Did Banking by Mobile Device/12 Mo	1,820	40.1%	84

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	1,807	94.3%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	1,308	68.2%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	256	13.4%	90
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,093	57.0%	95
HH Used Fresh Fruit or Vegetables/6 Mo	1,635	85.3%	96
HH Used Fresh Milk/6 Mo	1,551	80.9%	98
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,093	57.0%	63
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	1,635	36.1%	73
Exercise at Club 2+ Times/Wk	417	9.2%	78
Visited Doctor/12 Mo	3,474	76.6%	96
Used Vitamins or Dietary Supplements/6 Mo	2,783	61.4%	93
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	708	36.9%	94
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	417	21.8%	71
HH Purchased Low Ticket HH Furnishing/12 Mo	478	24.9%	102
HH Purchased Big Ticket HH Furnishing/12 Mo	432	22.5%	79
HH Bought Small Kitchen Appliance/12 Mo	501	26.1%	100
HH Bought Large Kitchen Appliance/12 Mo	328	17.1%	105
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	2,410	53.2%	104
Personally Carry Any Med/Hosp/Accident Insur	3,815	84.1%	99
Homeowner Carries Home/Personal Property Insurance	2,724	60.1%	97
Renter Carries Home/Pers Property Insurance	435	9.6%	80
HH Has 1 Vehicle Covered w/Auto Insurance	512	26.7%	87
HH Has 2 Vehicles Covered w/Auto Insurance	658	34.3%	105
HH Has 3+ Vehicles Covered w/Auto Insurance	595	31.0%	117
<b>Pets (Households)</b>			
HH Owns Cat	538	28.1%	121
HH Owns Dog	970	50.6%	128
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	808	17.8%	96
Buying American Is Important: 4-Agr Cmpl	2,047	45.1%	141
Buy Based on Quality Not Price: 4-Agr Cmpl	574	12.7%	84
Buy on Credit Rather Than Wait: 4-Agr Cmpl	559	12.3%	97
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	555	12.2%	111
Will Pay More for Env Safe Prods: 4-Agr Cmpl	409	9.0%	74
Buy Based on Price Not Brands: 4-Agr Cmpl	1,382	30.5%	112
Am Interested in How to Help Env: 4-Agr Cmpl	808	17.8%	96
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	679	15.0%	79
Bought Hardcover Book/12 Mo	1,108	24.4%	90
Bought Paperback Book/12 Mo	1,413	31.2%	92
Read Daily Newspaper (Paper Version)	797	17.6%	114
Read Digital Newspaper/30 Days	1,854	40.9%	81
Read Magazine (Paper/Electronic Vers)/6 Mo	3,777	83.3%	96

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<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	3,147	69.4%	105
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,010	22.3%	108
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	359	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,181	48.1%	124
Ordered Eat-In Fast Food/6 Mo	1,067	23.5%	115
Ordered Home Delivery Fast Food/6 Mo	372	8.2%	61
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,042	67.1%	115
Ordered Take-Out/Walk-In Fast Food/6 Mo	943	20.8%	93
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	2,503	55.2%	94
Own E-Reader	450	9.9%	69
Own E-Reader/Tablet: Apple iPad	1,378	30.4%	82
HH Owns Internet Connectable TV	806	42.0%	98
Own Portable MP3 Player	507	11.2%	100
HH Owns 1 TV	236	12.3%	68
HH Owns 2 TVs	478	24.9%	88
HH Owns 3 TVs	446	23.3%	102
HH Owns 4+ TVs	574	29.9%	133
HH Subscribes to Cable TV	435	22.7%	67
HH Subscribes to Fiber Optic TV	44	2.3%	44
HH Owns Portable GPS Device	435	22.7%	109
HH Purchased Video Game System/12 Mo	138	7.2%	90
HH Owns Internet Video Device for TV	911	47.5%	90
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	2,151	47.4%	88
Took 3+ Domestic Non-Business Trips/12 Mo	518	11.4%	82
Spent \$1-999 on Domestic Vacations/12 Mo	452	10.0%	73
Spent \$1K-1499 on Domestic Vacations/12 Mo	225	5.0%	78
Spent \$1500-1999 on Domestic Vacations/12 Mo	111	2.4%	64
Spent \$2K-2999 on Domestic Vacations/12 Mo	136	3.0%	75
Spent \$3K+ on Domestic Vacations/12 Mo	224	4.9%	75
Used Intrnt Travel Site for Domestic Trip/12 Mo	145	3.2%	57
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	734	16.2%	49
Took 3+ Foreign Trips by Plane/3 Yrs	136	3.0%	41
Spent \$1-999 on Foreign Vacations/12 Mo	112	2.5%	32
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	64	1.4%	46
Spent \$3K+ on Foreign Vacations/12 Mo	132	2.9%	69
Used General Travel Site: Foreign Trip/3 Yrs	120	2.6%	42
Spent Night at Hotel or Motel/12 Mo	2,019	44.5%	98
Took Cruise of More Than One Day/3 Yrs	314	6.9%	68
Member of Frequent Flyer Program	541	11.9%	43
Member of Hotel Rewards Program	938	20.7%	72

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