

<b>Demographic Summary</b>		<b>2024</b>	<b>2029</b>
Population		8,430	8,274
Population 18+		6,297	6,292
Households		3,037	3,064
Median Household Income		\$53,782	\$62,315

  

<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	3,928	62.4%	99
Bought Women`s Clothing/12 Mo	3,227	51.2%	98
Bought Shoes/12 Mo	4,613	73.3%	98
Bought Fine Jewelry/12 Mo	1,414	22.5%	103
Bought Watch/12 Mo	920	14.6%	110
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	2,789	91.8%	101
HH Bought or Leased New Vehicle/12 Mo	275	9.1%	98
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	5,776	91.7%	102
Bought or Changed Motor Oil/12 Mo	3,654	58.0%	109
Had Vehicle Tune-Up/12 Mo	1,584	25.2%	105
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	2,519	40.0%	107
Drank Beer or Ale/6 Mo	2,189	34.8%	91
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	569	9.0%	92
Own Digital SLR Camera or Camcorder	492	7.8%	75
Printed Digital Photos/12 Mo	1,585	25.2%	97
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	2,313	36.7%	102
Have a Smartphone	5,906	93.8%	100
Have Android Phone (Any Brand) Smartphone	3,020	48.0%	125
Have Apple iPhone Smartphone	3,018	47.9%	84
HH Owns 1 Cell Phone	944	31.1%	103
HH Owns 2 Cell Phones	1,188	39.1%	99
HH Owns 3+ Cell Phones	854	28.1%	98
HH Has Cell Phone Only (No Landline Telephone)	2,283	75.2%	104
<b>Computers (Households)</b>			
HH Owns Computer	2,382	78.4%	93
HH Owns Desktop Computer	1,102	36.3%	93
HH Owns Laptop or Notebook	1,927	63.5%	92
HH Owns Apple/Mac Brand Computer	562	18.5%	75
HH Owns PC/Non-Apple Brand Computer	2,093	68.9%	98
HH Purchased Most Recent Home Computer at Store	1,003	33.0%	89
HH Purchased Most Recent Home Computer Online	801	26.4%	96
HH Spent \$1-499 on Most Recent Home Computer	485	16.0%	116
HH Spent \$500-999 on Most Recent Home Computer	486	16.0%	84
HH Spent \$1K-1499 on Most Recent Home Computer	335	11.0%	97
HH Spent \$1500-1999 on Most Recent Home Computer	106	3.5%	86
HH Spent \$2K+ on Most Recent Home Computer	151	5.0%	82

**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 2024 and 2029.

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	4,296	68.2%	105
Bought Brewed Coffee at C-Store/30 Days	780	12.4%	99
Bought Cigarettes at C-Store/30 Days	553	8.8%	145
Bought Gas at C-Store/30 Days	2,919	46.4%	116
Spent \$1-19 at C-Store/30 Days	458	7.3%	107
Spent \$20-39 at C-Store/30 Days	556	8.8%	106
Spent \$40-50 at C-Store/30 Days	351	5.6%	84
Spent \$51-99 at C-Store/30 Days	425	6.7%	120
Spent \$100+ at C-Store/30 Days	1,709	27.1%	115
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	2,593	41.2%	93
Went to Live Theater/12 Mo	437	6.9%	80
Went to Bar or Night Club/12 Mo	923	14.7%	83
Dined Out/12 Mo	3,288	52.2%	93
Gambled at Casino/12 Mo	733	11.6%	98
Visited Theme Park/12 Mo	882	14.0%	89
Viewed Movie (Video-on-Demand)/30 Days	518	8.2%	87
Viewed TV Show (Video-on-Demand)/30 Days	330	5.2%	80
Used Internet to Download Movie/30 Days	373	5.9%	95
Downloaded Individual Song/6 Mo	1,139	18.1%	93
Used Internet to Watch Movie/30 Days	1,987	31.6%	92
Used Internet to Watch TV Program/30 Days	1,207	19.2%	85
Played (Console) Video or Electronic Game/12 Mo	715	11.4%	90
Played (Portable) Video or Electronic Game/12 Mo	340	5.4%	78
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	1,833	29.1%	80
Used ATM or Cash Machine/12 Mo	3,783	60.1%	98
Own Any Stock	693	11.0%	74
Own U.S. Savings Bonds	325	5.2%	70
Own Shares in Mutual Fund (Stocks)	636	10.1%	75
Own Shares in Mutual Fund (Bonds)	365	5.8%	70
Have Interest Checking Account	2,231	35.4%	91
Have Non-Interest Checking Account	2,312	36.7%	100
Have Savings Account	4,139	65.7%	91
Have 401(k) Retirement Savings Plan	1,133	18.0%	74
Own or Used Any Credit/Debit Card/12 Mo	5,715	90.8%	98
Avg \$1-110 Monthly Credit Card Expenditures	731	11.6%	113
Avg \$111-225 Monthly Credit Card Expenditures	450	7.1%	104
Avg \$226-450 Monthly Credit Card Expenditures	614	9.8%	111
Avg \$451-700 Monthly Credit Card Expenditures	619	9.8%	106
Avg \$701-1000 Monthly Credit Card Expenditures	340	5.4%	69
Avg \$1001-2000 Monthly Credit Card Expenditures	716	11.4%	95
Avg \$2001+ Monthly Credit Card Expenditures	562	8.9%	71
Did Banking Online/12 Mo	3,342	53.1%	93
Did Banking by Mobile Device/12 Mo	2,860	45.4%	94

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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	2,889	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	2,306	75.9%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	544	17.9%	87
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,682	55.4%	94
HH Used Fresh Fruit or Vegetables/6 Mo	2,669	87.9%	99
HH Used Fresh Milk/6 Mo	2,467	81.2%	99
HH Used Organic Food/6 Mo	644	21.2%	83
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	2,750	43.7%	90
Exercise at Club 2+ Times/Wk	682	10.8%	93
Visited Doctor/12 Mo	4,966	78.9%	99
Used Vitamins or Dietary Supplements/6 Mo	4,114	65.3%	99
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	1,083	35.7%	98
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	847	27.9%	80
HH Purchased Low Ticket HH Furnishing/12 Mo	659	21.7%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	707	23.3%	90
HH Bought Small Kitchen Appliance/12 Mo	842	27.7%	111
HH Bought Large Kitchen Appliance/12 Mo	503	16.6%	103
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	2,774	44.1%	86
Personally Carry Any Med/Hosp/Accident Insur	5,278	83.8%	98
Homeowner Carries Home/Personal Property Insurance	3,587	57.0%	94
Renter Carries Home/Pers Property Insurance	667	10.6%	83
HH Has 1 Vehicle Covered w/Auto Insurance	1,163	38.3%	120
HH Has 2 Vehicles Covered w/Auto Insurance	850	28.0%	89
HH Has 3+ Vehicles Covered w/Auto Insurance	721	23.7%	91
<b>Pets (Households)</b>			
HH Owns Any Pet	1,614	53.1%	105
HH Owns Cat	789	26.0%	111
HH Owns Dog	1,264	41.6%	108
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	1,045	16.6%	97
Buying American Is Important: 4-Agr Cmpl	2,101	33.4%	115
Buy Based on Quality Not Price: 4-Agr Cmpl	897	14.2%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	809	12.8%	103
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	662	10.5%	103
Will Pay More for Env Safe Prods: 4-Agr Cmpl	650	10.3%	92
Buy Based on Price Not Brands: 4-Agr Cmpl	1,689	26.8%	101
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	1,031	16.4%	90
Bought Hardcover Book/12 Mo	1,489	23.6%	88
Bought Paperback Book/12 Mo	1,998	31.7%	92
Read Daily Newspaper (Paper Version)	647	10.3%	95
Read Digital Newspaper/30 Days	3,397	53.9%	92
Read Magazine (Paper/Electronic Vers)/6 Mo	5,515	87.6%	101

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<b>Restaurants (Adults)</b>			
Went to Family Restrnrt/SteakHse/6 Mo	4,461	70.8%	99
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	1,504	23.9%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	5,690	90.4%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,571	40.8%	103
Ordered Eat-In Fast Food/6 Mo	1,828	29.0%	101
Ordered Home Delivery Fast Food/6 Mo	781	12.4%	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,319	52.7%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,226	19.5%	86
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	3,373	53.6%	93
Own E-Reader	772	12.3%	78
Own E-Reader/Tablet: Apple iPad	1,825	29.0%	79
HH Owns Internet Connectable TV	1,145	37.7%	92
Own Portable MP3 Player	533	8.5%	94
HH Owns 1 TV	584	19.2%	104
HH Owns 2 TVs	818	26.9%	97
HH Owns 3 TVs	670	22.1%	99
HH Owns 4+ TVs	635	20.9%	94
HH Subscribes to Cable TV	909	29.9%	97
HH Subscribes to Fiber Optic TV	85	2.8%	55
HH Owns Portable GPS Device	577	19.0%	103
HH Purchased Video Game System/12 Mo	204	6.7%	86
HH Owns Internet Video Device for TV	1,530	50.4%	95
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	3,156	50.1%	86
Took 3+ Domestic Non-Business Trips/12 Mo	856	13.6%	83
Spent \$1-999 on Domestic Vacations/12 Mo	616	9.8%	80
Spent \$1K-1499 on Domestic Vacations/12 Mo	313	5.0%	73
Spent \$1500-1999 on Domestic Vacations/12 Mo	235	3.7%	84
Spent \$2K-2999 on Domestic Vacations/12 Mo	278	4.4%	85
Spent \$3K+ on Domestic Vacations/12 Mo	534	8.5%	88
Used Intrnt Travel Site for Domestic Trip/12 Mo	283	4.5%	72
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,534	24.4%	81
Took 3+ Foreign Trips by Plane/3 Yrs	276	4.4%	81
Spent \$1-999 on Foreign Vacations/12 Mo	278	4.4%	79
Spent \$1K-2999 on Foreign Vacations/12 Mo	178	2.8%	85
Spent \$3K+ on Foreign Vacations/12 Mo	295	4.7%	79
Used General Travel Site: Foreign Trip/3 Yrs	288	4.6%	81
Spent Night at Hotel or Motel/12 Mo	2,765	43.9%	87
Took Cruise of More Than One Day/3 Yrs	503	8.0%	94
Member of Frequent Flyer Program	1,366	21.7%	78
Member of Hotel Rewards Program	1,579	25.1%	86

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