

<b>Demographic Summary</b>		<b>2024</b>	<b>2029</b>
Population		6,390	6,336
Population 18+		4,888	4,975
Households		1,941	1,961
Median Household Income		\$51,386	\$58,545

  

<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	2,994	61.3%	97
Bought Women`s Clothing/12 Mo	2,555	52.3%	100
Bought Shoes/12 Mo	3,583	73.3%	98
Bought Fine Jewelry/12 Mo	1,091	22.3%	102
Bought Watch/12 Mo	719	14.7%	111
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	1,795	92.5%	102
HH Bought or Leased New Vehicle/12 Mo	179	9.2%	100
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	4,552	93.1%	104
Bought or Changed Motor Oil/12 Mo	3,000	61.4%	115
Had Vehicle Tune-Up/12 Mo	1,167	23.9%	99
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	2,322	47.5%	127
Drank Beer or Ale/6 Mo	1,435	29.4%	77
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	412	8.4%	86
Own Digital SLR Camera or Camcorder	353	7.2%	69
Printed Digital Photos/12 Mo	1,113	22.8%	88
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	1,946	39.8%	110
Have a Smartphone	4,536	92.8%	99
Have Android Phone (Any Brand) Smartphone	2,266	46.4%	120
Have Apple iPhone Smartphone	2,325	47.6%	83
HH Owns 1 Cell Phone	551	28.4%	94
HH Owns 2 Cell Phones	811	41.8%	106
HH Owns 3+ Cell Phones	497	25.6%	89
HH Has Cell Phone Only (No Landline Telephone)	1,323	68.2%	95
<b>Computers (Households)</b>			
HH Owns Computer	1,424	73.4%	87
HH Owns Desktop Computer	649	33.4%	86
HH Owns Laptop or Notebook	1,149	59.2%	85
HH Owns Apple/Mac Brand Computer	262	13.5%	55
HH Owns PC/Non-Apple Brand Computer	1,286	66.3%	95
HH Purchased Most Recent Home Computer at Store	643	33.1%	89
HH Purchased Most Recent Home Computer Online	437	22.5%	82
HH Spent \$1-499 on Most Recent Home Computer	291	15.0%	109
HH Spent \$500-999 on Most Recent Home Computer	321	16.5%	87
HH Spent \$1K-1499 on Most Recent Home Computer	136	7.0%	62
HH Spent \$1500-1999 on Most Recent Home Computer	49	2.5%	62
HH Spent \$2K+ on Most Recent Home Computer	70	3.6%	59

**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	3,623	74.1%	114
Bought Brewed Coffee at C-Store/30 Days	656	13.4%	107
Bought Cigarettes at C-Store/30 Days	547	11.2%	184
Bought Gas at C-Store/30 Days	2,584	52.9%	132
Spent \$1-19 at C-Store/30 Days	250	5.1%	75
Spent \$20-39 at C-Store/30 Days	336	6.9%	82
Spent \$40-50 at C-Store/30 Days	343	7.0%	105
Spent \$51-99 at C-Store/30 Days	267	5.5%	97
Spent \$100+ at C-Store/30 Days	1,712	35.0%	149
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	1,704	34.9%	79
Went to Live Theater/12 Mo	202	4.1%	47
Went to Bar or Night Club/12 Mo	531	10.9%	61
Dined Out/12 Mo	2,481	50.8%	91
Gambled at Casino/12 Mo	569	11.6%	98
Visited Theme Park/12 Mo	631	12.9%	82
Viewed Movie (Video-on-Demand)/30 Days	367	7.5%	80
Viewed TV Show (Video-on-Demand)/30 Days	176	3.6%	55
Used Internet to Download Movie/30 Days	227	4.6%	74
Downloaded Individual Song/6 Mo	917	18.8%	96
Used Internet to Watch Movie/30 Days	1,284	26.3%	77
Used Internet to Watch TV Program/30 Days	830	17.0%	76
Played (Console) Video or Electronic Game/12 Mo	632	12.9%	102
Played (Portable) Video or Electronic Game/12 Mo	407	8.3%	121
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	1,474	30.2%	83
Used ATM or Cash Machine/12 Mo	2,867	58.7%	95
Own Any Stock	397	8.1%	55
Own U.S. Savings Bonds	239	4.9%	66
Own Shares in Mutual Fund (Stocks)	446	9.1%	68
Own Shares in Mutual Fund (Bonds)	265	5.4%	65
Have Interest Checking Account	1,697	34.7%	89
Have Non-Interest Checking Account	1,939	39.7%	108
Have Savings Account	3,145	64.3%	89
Have 401(k) Retirement Savings Plan	858	17.6%	72
Own or Used Any Credit/Debit Card/12 Mo	4,412	90.3%	97
Avg \$1-110 Monthly Credit Card Expenditures	591	12.1%	118
Avg \$111-225 Monthly Credit Card Expenditures	529	10.8%	157
Avg \$226-450 Monthly Credit Card Expenditures	434	8.9%	101
Avg \$451-700 Monthly Credit Card Expenditures	330	6.8%	73
Avg \$701-1000 Monthly Credit Card Expenditures	200	4.1%	52
Avg \$1001-2000 Monthly Credit Card Expenditures	349	7.1%	60
Avg \$2001+ Monthly Credit Card Expenditures	328	6.7%	54
Did Banking Online/12 Mo	2,444	50.0%	87
Did Banking by Mobile Device/12 Mo	2,071	42.4%	88

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<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	1,846	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	1,516	78.1%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	375	19.3%	93
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,124	57.9%	99
HH Used Fresh Fruit or Vegetables/6 Mo	1,698	87.5%	98
HH Used Fresh Milk/6 Mo	1,643	84.6%	103
HH Used Organic Food/6 Mo	320	16.5%	65
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	1,861	38.1%	79
Exercise at Club 2+ Times/Wk	340	7.0%	59
Visited Doctor/12 Mo	3,745	76.6%	96
Used Vitamins or Dietary Supplements/6 Mo	3,144	64.3%	97
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	703	36.2%	100
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	525	27.0%	77
HH Purchased Low Ticket HH Furnishing/12 Mo	389	20.0%	89
HH Purchased Big Ticket HH Furnishing/12 Mo	496	25.6%	99
HH Bought Small Kitchen Appliance/12 Mo	504	26.0%	104
HH Bought Large Kitchen Appliance/12 Mo	296	15.2%	95
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	2,493	51.0%	100
Personally Carry Any Med/Hosp/Accident Insur	4,104	84.0%	99
Homeowner Carries Home/Personal Property Insurance	2,969	60.7%	100
Renter Carries Home/Pers Property Insurance	491	10.0%	78
HH Has 1 Vehicle Covered w/Auto Insurance	623	32.1%	100
HH Has 2 Vehicles Covered w/Auto Insurance	587	30.2%	96
HH Has 3+ Vehicles Covered w/Auto Insurance	574	29.6%	114
<b>Pets (Households)</b>			
HH Owns Any Pet	1,203	62.0%	123
HH Owns Cat	636	32.8%	139
HH Owns Dog	1,002	51.6%	134
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	710	14.5%	85
Buying American Is Important: 4-Agr Cmpl	1,959	40.1%	138
Buy Based on Quality Not Price: 4-Agr Cmpl	653	13.4%	92
Buy on Credit Rather Than Wait: 4-Agr Cmpl	628	12.8%	103
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	436	8.9%	88
Will Pay More for Env Safe Prods: 4-Agr Cmpl	394	8.1%	72
Buy Based on Price Not Brands: 4-Agr Cmpl	1,456	29.8%	112
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	733	15.0%	82
Bought Hardcover Book/12 Mo	1,215	24.9%	92
Bought Paperback Book/12 Mo	1,506	30.8%	90
Read Daily Newspaper (Paper Version)	532	10.9%	101
Read Digital Newspaper/30 Days	2,414	49.4%	84
Read Magazine (Paper/Electronic Vers)/6 Mo	4,021	82.3%	95

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<b>Restaurants (Adults)</b>			
Went to Family Restrnrt/SteakHse/6 Mo	3,576	73.2%	103
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	1,209	24.7%	106
Went to Fast Food/Drive-In Restaurant/6 Mo	4,500	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,171	44.4%	112
Ordered Eat-In Fast Food/6 Mo	1,570	32.1%	111
Ordered Home Delivery Fast Food/6 Mo	526	10.8%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,917	59.7%	113
Ordered Take-Out/Walk-In Fast Food/6 Mo	807	16.5%	73
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	2,421	49.5%	86
Own E-Reader	569	11.6%	74
Own E-Reader/Tablet: Apple iPad	1,302	26.6%	73
HH Owns Internet Connectable TV	729	37.6%	91
Own Portable MP3 Player	423	8.7%	97
HH Owns 1 TV	300	15.5%	84
HH Owns 2 TVs	469	24.2%	87
HH Owns 3 TVs	518	26.7%	119
HH Owns 4+ TVs	459	23.6%	107
HH Subscribes to Cable TV	372	19.2%	62
HH Subscribes to Fiber Optic TV	37	1.9%	37
HH Owns Portable GPS Device	393	20.2%	109
HH Purchased Video Game System/12 Mo	105	5.4%	69
HH Owns Internet Video Device for TV	904	46.6%	88
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	2,444	50.0%	85
Took 3+ Domestic Non-Business Trips/12 Mo	712	14.6%	89
Spent \$1-999 on Domestic Vacations/12 Mo	603	12.3%	101
Spent \$1K-1499 on Domestic Vacations/12 Mo	279	5.7%	83
Spent \$1500-1999 on Domestic Vacations/12 Mo	119	2.4%	55
Spent \$2K-2999 on Domestic Vacations/12 Mo	212	4.3%	83
Spent \$3K+ on Domestic Vacations/12 Mo	290	5.9%	61
Used Intrnt Travel Site for Domestic Trip/12 Mo	193	3.9%	63
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	821	16.8%	56
Took 3+ Foreign Trips by Plane/3 Yrs	76	1.6%	29
Spent \$1-999 on Foreign Vacations/12 Mo	161	3.3%	59
Spent \$1K-2999 on Foreign Vacations/12 Mo	85	1.7%	52
Spent \$3K+ on Foreign Vacations/12 Mo	130	2.7%	45
Used General Travel Site: Foreign Trip/3 Yrs	140	2.9%	51
Spent Night at Hotel or Motel/12 Mo	2,174	44.5%	88
Took Cruise of More Than One Day/3 Yrs	291	6.0%	70
Member of Frequent Flyer Program	631	12.9%	46
Member of Hotel Rewards Program	1,096	22.4%	77

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