

Demographic Summary		2024	2029
Population		2,147	2,106
Population 18+		1,551	1,578
Households		700	687
Median Household Income		\$37,151	\$41,554

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	869	56.0%	89
Bought Women`s Clothing/12 Mo	787	50.7%	97
Bought Shoes/12 Mo	1,097	70.7%	94
Bought Fine Jewelry/12 Mo	366	23.6%	108
Bought Watch/12 Mo	219	14.1%	106
Automobiles (Households)			
HH Owns or Leases Any Vehicle	577	82.4%	91
HH Bought or Leased New Vehicle/12 Mo	42	6.0%	65
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	1,321	85.2%	95
Bought or Changed Motor Oil/12 Mo	830	53.5%	100
Had Vehicle Tune-Up/12 Mo	351	22.6%	94
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	724	46.7%	125
Drank Beer or Ale/6 Mo	466	30.0%	79
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	92	5.9%	61
Own Digital SLR Camera or Camcorder	82	5.3%	51
Printed Digital Photos/12 Mo	291	18.8%	72
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	613	39.5%	109
Have a Smartphone	1,435	92.5%	98
Have Android Phone (Any Brand) Smartphone	791	51.0%	133
Have Apple iPhone Smartphone	664	42.8%	75
HH Owns 1 Cell Phone	259	37.0%	123
HH Owns 2 Cell Phones	253	36.1%	92
HH Owns 3+ Cell Phones	172	24.6%	86
HH Has Cell Phone Only (No Landline Telephone)	506	72.3%	100
Computers (Households)			
HH Owns Computer	494	70.6%	84
HH Owns Desktop Computer	233	33.3%	86
HH Owns Laptop or Notebook	390	55.7%	80
HH Owns Apple/Mac Brand Computer	87	12.4%	50
HH Owns PC/Non-Apple Brand Computer	445	63.6%	91
HH Purchased Most Recent Home Computer at Store	202	28.9%	78
HH Purchased Most Recent Home Computer Online	148	21.1%	77
HH Spent \$1-499 on Most Recent Home Computer	116	16.6%	120
HH Spent \$500-999 on Most Recent Home Computer	89	12.7%	67
HH Spent \$1K-1499 on Most Recent Home Computer	59	8.4%	74
HH Spent \$1500-1999 on Most Recent Home Computer	14	2.0%	49
HH Spent \$2K+ on Most Recent Home Computer	25	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
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	1,084	69.9%	107
Bought Brewed Coffee at C-Store/30 Days	189	12.2%	98
Bought Cigarettes at C-Store/30 Days	202	13.0%	214
Bought Gas at C-Store/30 Days	704	45.4%	113
Spent \$1-19 at C-Store/30 Days	80	5.2%	76
Spent \$20-39 at C-Store/30 Days	140	9.0%	108
Spent \$40-50 at C-Store/30 Days	100	6.4%	97
Spent \$51-99 at C-Store/30 Days	109	7.0%	125
Spent \$100+ at C-Store/30 Days	457	29.5%	125
Entertainment (Adults)			
Attended Movie/6 Mo	578	37.3%	85
Went to Live Theater/12 Mo	84	5.4%	62
Went to Bar or Night Club/12 Mo	210	13.5%	76
Dined Out/12 Mo	690	44.5%	80
Gambled at Casino/12 Mo	177	11.4%	96
Visited Theme Park/12 Mo	197	12.7%	81
Viewed Movie (Video-on-Demand)/30 Days	120	7.7%	82
Viewed TV Show (Video-on-Demand)/30 Days	76	4.9%	74
Used Internet to Download Movie/30 Days	78	5.0%	80
Downloaded Individual Song/6 Mo	291	18.8%	96
Used Internet to Watch Movie/30 Days	476	30.7%	90
Used Internet to Watch TV Program/30 Days	285	18.4%	82
Played (Console) Video or Electronic Game/12 Mo	185	11.9%	94
Played (Portable) Video or Electronic Game/12 Mo	95	6.1%	89
Financial (Adults)			
Have 1st Home Mortgage	406	26.2%	72
Used ATM or Cash Machine/12 Mo	930	60.0%	98
Own Any Stock	102	6.6%	44
Own U.S. Savings Bonds	63	4.1%	55
Own Shares in Mutual Fund (Stocks)	93	6.0%	45
Own Shares in Mutual Fund (Bonds)	64	4.1%	50
Have Interest Checking Account	451	29.1%	75
Have Non-Interest Checking Account	543	35.0%	95
Have Savings Account	950	61.3%	84
Have 401(k) Retirement Savings Plan	234	15.1%	62
Own or Used Any Credit/Debit Card/12 Mo	1,341	86.5%	93
Avg \$1-110 Monthly Credit Card Expenditures	215	13.9%	135
Avg \$111-225 Monthly Credit Card Expenditures	110	7.1%	103
Avg \$226-450 Monthly Credit Card Expenditures	141	9.1%	103
Avg \$451-700 Monthly Credit Card Expenditures	102	6.6%	71
Avg \$701-1000 Monthly Credit Card Expenditures	72	4.6%	59
Avg \$1001-2000 Monthly Credit Card Expenditures	118	7.6%	63
Avg \$2001+ Monthly Credit Card Expenditures	78	5.0%	40
Did Banking Online/12 Mo	719	46.4%	81
Did Banking by Mobile Device/12 Mo	618	39.8%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	661	94.4%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	515	73.6%	96
HH Used Turkey (Fresh or Frozen)/6 Mo	135	19.3%	93
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	382	54.6%	93
HH Used Fresh Fruit or Vegetables/6 Mo	596	85.1%	96
HH Used Fresh Milk/6 Mo	571	81.6%	99
HH Used Organic Food/6 Mo	132	18.9%	74
Health (Adults)			
Exercise at Home 2+ Times/Wk	614	39.6%	82
Exercise at Club 2+ Times/Wk	134	8.6%	74
Visited Doctor/12 Mo	1,171	75.5%	95
Used Vitamins or Dietary Supplements/6 Mo	913	58.9%	89
Home (Households)			
HH Did Home Improvement/12 Mo	192	27.4%	76
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	158	22.6%	65
HH Purchased Low Ticket HH Furnishing/12 Mo	140	20.0%	89
HH Purchased Big Ticket HH Furnishing/12 Mo	154	22.0%	85
HH Bought Small Kitchen Appliance/12 Mo	165	23.6%	94
HH Bought Large Kitchen Appliance/12 Mo	92	13.1%	82
Insurance (Adults/Households)			
Currently Carry Life Insurance	742	47.8%	93
Personally Carry Any Med/Hosp/Accident Insur	1,218	78.5%	92
Homeowner Carries Home/Personal Property Insurance	735	47.4%	78
Renter Carries Home/Pers Property Insurance	211	13.6%	106
HH Has 1 Vehicle Covered w/Auto Insurance	280	40.0%	125
HH Has 2 Vehicles Covered w/Auto Insurance	162	23.1%	73
HH Has 3+ Vehicles Covered w/Auto Insurance	128	18.3%	70
Pets (Households)			
HH Owns Any Pet	321	45.9%	91
HH Owns Cat	165	23.6%	100
HH Owns Dog	244	34.9%	90
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	262	16.9%	99
Buying American Is Important: 4-Agr Cmpl	510	32.9%	113
Buy Based on Quality Not Price: 4-Agr Cmpl	216	13.9%	96
Buy on Credit Rather Than Wait: 4-Agr Cmpl	200	12.9%	104
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	173	11.2%	109
Will Pay More for Env Safe Prods: 4-Agr Cmpl	169	10.9%	97
Buy Based on Price Not Brands: 4-Agr Cmpl	442	28.5%	107
Reading (Adults)			
Bought Digital Book/12 Mo	216	13.9%	76
Bought Hardcover Book/12 Mo	315	20.3%	76
Bought Paperback Book/12 Mo	435	28.0%	81
Read Daily Newspaper (Paper Version)	184	11.9%	110
Read Digital Newspaper/30 Days	866	55.8%	95
Read Magazine (Paper/Electronic Vers)/6 Mo	1,323	85.3%	98

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	1,042	67.2%	94
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	384	24.8%	106
Went to Fast Food/Drive-In Restaurant/6 Mo	1,389	89.6%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	657	42.4%	107
Ordered Eat-In Fast Food/6 Mo	388	25.0%	87
Ordered Home Delivery Fast Food/6 Mo	201	13.0%	100
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	790	50.9%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	294	19.0%	83
Television & Electronics (Adults/Households)			
Own Tablet	861	55.5%	97
Own E-Reader	166	10.7%	68
Own E-Reader/Tablet: Apple iPad	367	23.7%	65
HH Owns Internet Connectable TV	242	34.6%	84
Own Portable MP3 Player	113	7.3%	81
HH Owns 1 TV	117	16.7%	90
HH Owns 2 TVs	195	27.9%	100
HH Owns 3 TVs	153	21.9%	98
HH Owns 4+ TVs	148	21.1%	95
HH Subscribes to Cable TV	208	29.7%	96
HH Subscribes to Fiber Optic TV	16	2.3%	45
HH Owns Portable GPS Device	108	15.4%	83
HH Purchased Video Game System/12 Mo	44	6.3%	81
HH Owns Internet Video Device for TV	339	48.4%	92
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	641	41.3%	71
Took 3+ Domestic Non-Business Trips/12 Mo	153	9.9%	60
Spent \$1-999 on Domestic Vacations/12 Mo	149	9.6%	79
Spent \$1K-1499 on Domestic Vacations/12 Mo	69	4.4%	65
Spent \$1500-1999 on Domestic Vacations/12 Mo	35	2.3%	51
Spent \$2K-2999 on Domestic Vacations/12 Mo	51	3.3%	63
Spent \$3K+ on Domestic Vacations/12 Mo	60	3.9%	40
Used Intrnt Travel Site for Domestic Trip/12 Mo	64	4.1%	66
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	262	16.9%	56
Took 3+ Foreign Trips by Plane/3 Yrs	34	2.2%	40
Spent \$1-999 on Foreign Vacations/12 Mo	41	2.6%	47
Spent \$1K-2999 on Foreign Vacations/12 Mo	32	2.1%	62
Spent \$3K+ on Foreign Vacations/12 Mo	42	2.7%	45
Used General Travel Site: Foreign Trip/3 Yrs	51	3.3%	59
Spent Night at Hotel or Motel/12 Mo	606	39.1%	77
Took Cruise of More Than One Day/3 Yrs	104	6.7%	79
Member of Frequent Flyer Program	230	14.8%	53
Member of Hotel Rewards Program	323	20.8%	72

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