

Demographic Summary		2024	2029
Population		3,419	3,432
Population 18+		2,328	2,419
Households		880	908
Median Household Income		\$51,961	\$61,375

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	1,584	68.0%	108
Bought Women`s Clothing/12 Mo	1,227	52.7%	101
Bought Shoes/12 Mo	1,839	79.0%	105
Bought Fine Jewelry/12 Mo	533	22.9%	105
Bought Watch/12 Mo	347	14.9%	112
Automobiles (Households)			
HH Owns or Leases Any Vehicle	777	88.3%	97
HH Bought or Leased New Vehicle/12 Mo	63	7.2%	77
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	2,063	88.6%	99
Bought or Changed Motor Oil/12 Mo	1,400	60.1%	112
Had Vehicle Tune-Up/12 Mo	572	24.6%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	1,265	54.3%	145
Drank Beer or Ale/6 Mo	924	39.7%	104
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	95	4.1%	42
Own Digital SLR Camera or Camcorder	80	3.4%	33
Printed Digital Photos/12 Mo	443	19.0%	73
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	1,003	43.1%	119
Have a Smartphone	2,129	91.5%	97
Have Android Phone (Any Brand) Smartphone	976	41.9%	109
Have Apple iPhone Smartphone	1,234	53.0%	92
HH Owns 1 Cell Phone	205	23.3%	78
HH Owns 2 Cell Phones	243	27.6%	70
HH Owns 3+ Cell Phones	401	45.6%	159
HH Has Cell Phone Only (No Landline Telephone)	621	70.6%	98
Computers (Households)			
HH Owns Computer	575	65.3%	78
HH Owns Desktop Computer	260	29.5%	76
HH Owns Laptop or Notebook	492	55.9%	81
HH Owns Apple/Mac Brand Computer	179	20.3%	82
HH Owns PC/Non-Apple Brand Computer	478	54.3%	77
HH Purchased Most Recent Home Computer at Store	233	26.5%	71
HH Purchased Most Recent Home Computer Online	172	19.5%	71
HH Spent \$1-499 on Most Recent Home Computer	100	11.4%	82
HH Spent \$500-999 on Most Recent Home Computer	90	10.2%	54
HH Spent \$1K-1499 on Most Recent Home Computer	73	8.3%	73
HH Spent \$1500-1999 on Most Recent Home Computer	25	2.8%	70
HH Spent \$2K+ on Most Recent Home Computer	28	3.2%	52

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	1,587	68.2%	105
Bought Brewed Coffee at C-Store/30 Days	384	16.5%	132
Bought Cigarettes at C-Store/30 Days	130	5.6%	92
Bought Gas at C-Store/30 Days	987	42.4%	106
Spent \$1-19 at C-Store/30 Days	122	5.2%	77
Spent \$20-39 at C-Store/30 Days	219	9.4%	113
Spent \$40-50 at C-Store/30 Days	115	4.9%	74
Spent \$51-99 at C-Store/30 Days	126	5.4%	96
Spent \$100+ at C-Store/30 Days	691	29.7%	126
Entertainment (Adults)			
Attended Movie/6 Mo	1,078	46.3%	105
Went to Live Theater/12 Mo	130	5.6%	64
Went to Bar or Night Club/12 Mo	300	12.9%	73
Dined Out/12 Mo	979	42.1%	75
Gambled at Casino/12 Mo	225	9.7%	81
Visited Theme Park/12 Mo	454	19.5%	124
Viewed Movie (Video-on-Demand)/30 Days	130	5.6%	59
Viewed TV Show (Video-on-Demand)/30 Days	91	3.9%	59
Used Internet to Download Movie/30 Days	137	5.9%	94
Downloaded Individual Song/6 Mo	457	19.6%	101
Used Internet to Watch Movie/30 Days	813	34.9%	102
Used Internet to Watch TV Program/30 Days	399	17.1%	76
Played (Console) Video or Electronic Game/12 Mo	263	11.3%	89
Played (Portable) Video or Electronic Game/12 Mo	169	7.3%	105
Financial (Adults)			
Have 1st Home Mortgage	544	23.4%	64
Used ATM or Cash Machine/12 Mo	1,344	57.7%	94
Own Any Stock	146	6.3%	42
Own U.S. Savings Bonds	61	2.6%	36
Own Shares in Mutual Fund (Stocks)	85	3.7%	27
Own Shares in Mutual Fund (Bonds)	53	2.3%	27
Have Interest Checking Account	457	19.6%	51
Have Non-Interest Checking Account	774	33.2%	90
Have Savings Account	1,294	55.6%	77
Have 401(k) Retirement Savings Plan	352	15.1%	62
Own or Used Any Credit/Debit Card/12 Mo	2,049	88.0%	95
Avg \$1-110 Monthly Credit Card Expenditures	274	11.8%	115
Avg \$111-225 Monthly Credit Card Expenditures	128	5.5%	80
Avg \$226-450 Monthly Credit Card Expenditures	172	7.4%	84
Avg \$451-700 Monthly Credit Card Expenditures	165	7.1%	76
Avg \$701-1000 Monthly Credit Card Expenditures	136	5.8%	75
Avg \$1001-2000 Monthly Credit Card Expenditures	163	7.0%	58
Avg \$2001+ Monthly Credit Card Expenditures	135	5.8%	46
Did Banking Online/12 Mo	949	40.8%	71
Did Banking by Mobile Device/12 Mo	883	37.9%	79

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	833	94.7%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	700	79.5%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	131	14.9%	72
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	542	61.6%	105
HH Used Fresh Fruit or Vegetables/6 Mo	760	86.4%	97
HH Used Fresh Milk/6 Mo	770	87.5%	107
HH Used Organic Food/6 Mo	221	25.1%	99
Health (Adults)			
Exercise at Home 2+ Times/Wk	943	40.5%	84
Exercise at Club 2+ Times/Wk	178	7.6%	65
Visited Doctor/12 Mo	1,556	66.8%	84
Used Vitamins or Dietary Supplements/6 Mo	1,406	60.4%	91
Home (Households)			
HH Did Home Improvement/12 Mo	296	33.6%	93
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	218	24.8%	71
HH Purchased Low Ticket HH Furnishing/12 Mo	156	17.7%	79
HH Purchased Big Ticket HH Furnishing/12 Mo	200	22.7%	88
HH Bought Small Kitchen Appliance/12 Mo	231	26.2%	105
HH Bought Large Kitchen Appliance/12 Mo	115	13.1%	81
Insurance (Adults/Households)			
Currently Carry Life Insurance	759	32.6%	64
Personally Carry Any Med/Hosp/Accident Insur	1,466	63.0%	74
Homeowner Carries Home/Personal Property Insurance	1,003	43.1%	71
Renter Carries Home/Pers Property Insurance	247	10.6%	83
HH Has 1 Vehicle Covered w/Auto Insurance	264	30.0%	94
HH Has 2 Vehicles Covered w/Auto Insurance	288	32.7%	104
HH Has 3+ Vehicles Covered w/Auto Insurance	234	26.6%	102
Pets (Households)			
HH Owns Any Pet	421	47.8%	95
HH Owns Cat	151	17.2%	73
HH Owns Dog	374	42.5%	110
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	502	21.6%	126
Buying American Is Important: 4-Agr Cmpl	605	26.0%	89
Buy Based on Quality Not Price: 4-Agr Cmpl	363	15.6%	108
Buy on Credit Rather Than Wait: 4-Agr Cmpl	317	13.6%	110
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	303	13.0%	128
Will Pay More for Env Safe Prods: 4-Agr Cmpl	267	11.5%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	710	30.5%	114
Reading (Adults)			
Bought Digital Book/12 Mo	314	13.5%	74
Bought Hardcover Book/12 Mo	454	19.5%	73
Bought Paperback Book/12 Mo	636	27.3%	79
Read Daily Newspaper (Paper Version)	251	10.8%	100
Read Digital Newspaper/30 Days	1,282	55.1%	94
Read Magazine (Paper/Electronic Vers)/6 Mo	2,006	86.2%	99

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	1,654	71.0%	100
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	539	23.2%	99
Went to Fast Food/Drive-In Restaurant/6 Mo	2,178	93.6%	103
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,074	46.1%	116
Ordered Eat-In Fast Food/6 Mo	785	33.7%	117
Ordered Home Delivery Fast Food/6 Mo	376	16.2%	125
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,080	46.4%	88
Ordered Take-Out/Walk-In Fast Food/6 Mo	339	14.6%	64
Television & Electronics (Adults/Households)			
Own Tablet	1,154	49.6%	86
Own E-Reader	181	7.8%	49
Own E-Reader/Tablet: Apple iPad	656	28.2%	77
HH Owns Internet Connectable TV	315	35.8%	87
Own Portable MP3 Player	155	6.7%	74
HH Owns 1 TV	109	12.4%	67
HH Owns 2 TVs	263	29.9%	107
HH Owns 3 TVs	238	27.0%	121
HH Owns 4+ TVs	157	17.8%	81
HH Subscribes to Cable TV	206	23.4%	76
HH Subscribes to Fiber Optic TV	22	2.5%	49
HH Owns Portable GPS Device	87	9.9%	53
HH Purchased Video Game System/12 Mo	81	9.2%	118
HH Owns Internet Video Device for TV	398	45.2%	86
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	998	42.9%	73
Took 3+ Domestic Non-Business Trips/12 Mo	217	9.3%	57
Spent \$1-999 on Domestic Vacations/12 Mo	232	10.0%	81
Spent \$1K-1499 on Domestic Vacations/12 Mo	102	4.4%	64
Spent \$1500-1999 on Domestic Vacations/12 Mo	65	2.8%	63
Spent \$2K-2999 on Domestic Vacations/12 Mo	65	2.8%	54
Spent \$3K+ on Domestic Vacations/12 Mo	114	4.9%	51
Used Intrnt Travel Site for Domestic Trip/12 Mo	137	5.9%	94
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	710	30.5%	101
Took 3+ Foreign Trips by Plane/3 Yrs	131	5.6%	103
Spent \$1-999 on Foreign Vacations/12 Mo	79	3.4%	61
Spent \$1K-2999 on Foreign Vacations/12 Mo	121	5.2%	156
Spent \$3K+ on Foreign Vacations/12 Mo	136	5.8%	98
Used General Travel Site: Foreign Trip/3 Yrs	110	4.7%	84
Spent Night at Hotel or Motel/12 Mo	917	39.4%	78
Took Cruise of More Than One Day/3 Yrs	114	4.9%	58
Member of Frequent Flyer Program	300	12.9%	46
Member of Hotel Rewards Program	332	14.3%	49

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