

Demographic Summary		2024	2029
Population		417	406
Population 18+		299	298
Households		99	99
Median Household Income		\$45,233	\$53,011

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	191	63.9%	101
Bought Women`s Clothing/12 Mo	159	53.2%	102
Bought Shoes/12 Mo	226	75.6%	101
Bought Fine Jewelry/12 Mo	70	23.4%	107
Bought Watch/12 Mo	41	13.7%	103
Automobiles (Households)			
HH Owns or Leases Any Vehicle	90	90.9%	100
HH Bought or Leased New Vehicle/12 Mo	8	8.1%	87
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	272	91.0%	101
Bought or Changed Motor Oil/12 Mo	177	59.2%	111
Had Vehicle Tune-Up/12 Mo	76	25.4%	106
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	127	42.5%	114
Drank Beer or Ale/6 Mo	93	31.1%	81
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	25	8.4%	85
Own Digital SLR Camera or Camcorder	23	7.7%	74
Printed Digital Photos/12 Mo	77	25.8%	99
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	127	42.5%	118
Have a Smartphone	284	95.0%	101
Have Android Phone (Any Brand) Smartphone	138	46.2%	120
Have Apple iPhone Smartphone	153	51.2%	89
HH Owns 1 Cell Phone	26	26.3%	87
HH Owns 2 Cell Phones	40	40.4%	103
HH Owns 3+ Cell Phones	31	31.3%	109
HH Has Cell Phone Only (No Landline Telephone)	76	76.8%	107
Computers (Households)			
HH Owns Computer	75	75.8%	90
HH Owns Desktop Computer	33	33.3%	86
HH Owns Laptop or Notebook	63	63.6%	92
HH Owns Apple/Mac Brand Computer	18	18.2%	73
HH Owns PC/Non-Apple Brand Computer	66	66.7%	95
HH Purchased Most Recent Home Computer at Store	35	35.4%	95
HH Purchased Most Recent Home Computer Online	23	23.2%	85
HH Spent \$1-499 on Most Recent Home Computer	17	17.2%	124
HH Spent \$500-999 on Most Recent Home Computer	15	15.2%	80
HH Spent \$1K-1499 on Most Recent Home Computer	8	8.1%	71
HH Spent \$1500-1999 on Most Recent Home Computer	2	2.0%	50
HH Spent \$2K+ on Most Recent Home Computer	3	3.0%	50

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	213	71.2%	109
Bought Brewed Coffee at C-Store/30 Days	41	13.7%	110
Bought Cigarettes at C-Store/30 Days	28	9.4%	154
Bought Gas at C-Store/30 Days	148	49.5%	123
Spent \$1-19 at C-Store/30 Days	20	6.7%	99
Spent \$20-39 at C-Store/30 Days	28	9.4%	112
Spent \$40-50 at C-Store/30 Days	16	5.4%	80
Spent \$51-99 at C-Store/30 Days	25	8.4%	148
Spent \$100+ at C-Store/30 Days	88	29.4%	125
Entertainment (Adults)			
Attended Movie/6 Mo	111	37.1%	84
Went to Live Theater/12 Mo	17	5.7%	65
Went to Bar or Night Club/12 Mo	38	12.7%	72
Dined Out/12 Mo	161	53.8%	96
Gambled at Casino/12 Mo	30	10.0%	84
Visited Theme Park/12 Mo	40	13.4%	85
Viewed Movie (Video-on-Demand)/30 Days	23	7.7%	82
Viewed TV Show (Video-on-Demand)/30 Days	14	4.7%	71
Used Internet to Download Movie/30 Days	16	5.4%	86
Downloaded Individual Song/6 Mo	56	18.7%	96
Used Internet to Watch Movie/30 Days	87	29.1%	85
Used Internet to Watch TV Program/30 Days	56	18.7%	83
Played (Console) Video or Electronic Game/12 Mo	34	11.4%	90
Played (Portable) Video or Electronic Game/12 Mo	18	6.0%	87
Financial (Adults)			
Have 1st Home Mortgage	100	33.4%	92
Used ATM or Cash Machine/12 Mo	173	57.9%	94
Own Any Stock	26	8.7%	58
Own U.S. Savings Bonds	17	5.7%	77
Own Shares in Mutual Fund (Stocks)	29	9.7%	72
Own Shares in Mutual Fund (Bonds)	12	4.0%	48
Have Interest Checking Account	110	36.8%	95
Have Non-Interest Checking Account	111	37.1%	101
Have Savings Account	199	66.6%	92
Have 401(k) Retirement Savings Plan	68	22.7%	93
Own or Used Any Credit/Debit Card/12 Mo	278	93.0%	100
Avg \$1-110 Monthly Credit Card Expenditures	32	10.7%	105
Avg \$111-225 Monthly Credit Card Expenditures	22	7.4%	107
Avg \$226-450 Monthly Credit Card Expenditures	36	12.0%	137
Avg \$451-700 Monthly Credit Card Expenditures	28	9.4%	101
Avg \$701-1000 Monthly Credit Card Expenditures	18	6.0%	77
Avg \$1001-2000 Monthly Credit Card Expenditures	29	9.7%	81
Avg \$2001+ Monthly Credit Card Expenditures	21	7.0%	56
Did Banking Online/12 Mo	153	51.2%	89
Did Banking by Mobile Device/12 Mo	138	46.2%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	95	96.0%	102
HH Used Chicken (Fresh or Frozen)/6 Mo	77	77.8%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	20	20.2%	98
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	55	55.6%	95
HH Used Fresh Fruit or Vegetables/6 Mo	88	88.9%	100
HH Used Fresh Milk/6 Mo	86	86.9%	106
HH Used Organic Food/6 Mo	18	18.2%	71
Health (Adults)			
Exercise at Home 2+ Times/Wk	131	43.8%	90
Exercise at Club 2+ Times/Wk	30	10.0%	86
Visited Doctor/12 Mo	232	77.6%	97
Used Vitamins or Dietary Supplements/6 Mo	175	58.5%	88
Home (Households)			
HH Did Home Improvement/12 Mo	38	38.4%	106
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	27	27.3%	78
HH Purchased Low Ticket HH Furnishing/12 Mo	21	21.2%	94
HH Purchased Big Ticket HH Furnishing/12 Mo	23	23.2%	90
HH Bought Small Kitchen Appliance/12 Mo	25	25.3%	101
HH Bought Large Kitchen Appliance/12 Mo	19	19.2%	120
Insurance (Adults/Households)			
Currently Carry Life Insurance	154	51.5%	101
Personally Carry Any Med/Hosp/Accident Insur	259	86.6%	102
Homeowner Carries Home/Personal Property Insurance	182	60.9%	101
Renter Carries Home/Pers Property Insurance	37	12.4%	97
HH Has 1 Vehicle Covered w/Auto Insurance	30	30.3%	95
HH Has 2 Vehicles Covered w/Auto Insurance	29	29.3%	93
HH Has 3+ Vehicles Covered w/Auto Insurance	30	30.3%	117
Pets (Households)			
HH Owns Any Pet	58	58.6%	116
HH Owns Cat	30	30.3%	129
HH Owns Dog	46	46.5%	121
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	40	13.4%	78
Buying American Is Important: 4-Agr Cmpl	105	35.1%	121
Buy Based on Quality Not Price: 4-Agr Cmpl	41	13.7%	95
Buy on Credit Rather Than Wait: 4-Agr Cmpl	34	11.4%	91
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	29	9.7%	95
Will Pay More for Env Safe Prods: 4-Agr Cmpl	27	9.0%	80
Buy Based on Price Not Brands: 4-Agr Cmpl	88	29.4%	110
Reading (Adults)			
Bought Digital Book/12 Mo	52	17.4%	95
Bought Hardcover Book/12 Mo	66	22.1%	82
Bought Paperback Book/12 Mo	92	30.8%	89
Read Daily Newspaper (Paper Version)	24	8.0%	74
Read Digital Newspaper/30 Days	152	50.8%	87
Read Magazine (Paper/Electronic Vers)/6 Mo	253	84.6%	97

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	222	74.2%	104
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	72	24.1%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	268	89.6%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	138	46.2%	117
Ordered Eat-In Fast Food/6 Mo	85	28.4%	99
Ordered Home Delivery Fast Food/6 Mo	35	11.7%	91
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	176	58.9%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	52	17.4%	76
Television & Electronics (Adults/Households)			
Own Tablet	158	52.8%	92
Own E-Reader	33	11.0%	70
Own E-Reader/Tablet: Apple iPad	89	29.8%	81
HH Owns Internet Connectable TV	42	42.4%	103
Own Portable MP3 Player	22	7.4%	82
HH Owns 1 TV	19	19.2%	104
HH Owns 2 TVs	25	25.3%	91
HH Owns 3 TVs	22	22.2%	99
HH Owns 4+ TVs	23	23.2%	105
HH Subscribes to Cable TV	22	22.2%	72
HH Subscribes to Fiber Optic TV	2	2.0%	40
HH Owns Portable GPS Device	21	21.2%	114
HH Purchased Video Game System/12 Mo	8	8.1%	104
HH Owns Internet Video Device for TV	52	52.5%	99
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	161	53.8%	92
Took 3+ Domestic Non-Business Trips/12 Mo	48	16.1%	98
Spent \$1-999 on Domestic Vacations/12 Mo	30	10.0%	82
Spent \$1K-1499 on Domestic Vacations/12 Mo	17	5.7%	83
Spent \$1500-1999 on Domestic Vacations/12 Mo	12	4.0%	90
Spent \$2K-2999 on Domestic Vacations/12 Mo	15	5.0%	96
Spent \$3K+ on Domestic Vacations/12 Mo	27	9.0%	93
Used Intrnt Travel Site for Domestic Trip/12 Mo	11	3.7%	59
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	58	19.4%	64
Took 3+ Foreign Trips by Plane/3 Yrs	6	2.0%	37
Spent \$1-999 on Foreign Vacations/12 Mo	11	3.7%	66
Spent \$1K-2999 on Foreign Vacations/12 Mo	8	2.7%	80
Spent \$3K+ on Foreign Vacations/12 Mo	9	3.0%	51
Used General Travel Site: Foreign Trip/3 Yrs	8	2.7%	48
Spent Night at Hotel or Motel/12 Mo	137	45.8%	90
Took Cruise of More Than One Day/3 Yrs	22	7.4%	87
Member of Frequent Flyer Program	51	17.1%	61
Member of Hotel Rewards Program	76	25.4%	87

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