

Demographic Summary		2024	2029
Population		1,701	2,361
Population 18+		1,390	1,971
Households		664	993
Median Household Income		\$65,233	\$75,052

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	868	62.4%	99
Bought Women`s Clothing/12 Mo	763	54.9%	105
Bought Shoes/12 Mo	1,032	74.2%	99
Bought Fine Jewelry/12 Mo	308	22.2%	102
Bought Watch/12 Mo	206	14.8%	112
Automobiles (Households)			
HH Owns or Leases Any Vehicle	634	95.5%	105
HH Bought or Leased New Vehicle/12 Mo	65	9.8%	106
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	1,301	93.6%	104
Bought or Changed Motor Oil/12 Mo	817	58.8%	110
Had Vehicle Tune-Up/12 Mo	328	23.6%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	502	36.1%	97
Drank Beer or Ale/6 Mo	506	36.4%	95
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	165	11.9%	121
Own Digital SLR Camera or Camcorder	125	9.0%	86
Printed Digital Photos/12 Mo	355	25.5%	98
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	516	37.1%	103
Have a Smartphone	1,298	93.4%	99
Have Android Phone (Any Brand) Smartphone	605	43.5%	113
Have Apple iPhone Smartphone	705	50.7%	88
HH Owns 1 Cell Phone	216	32.5%	108
HH Owns 2 Cell Phones	315	47.4%	120
HH Owns 3+ Cell Phones	124	18.7%	65
HH Has Cell Phone Only (No Landline Telephone)	460	69.3%	96
Computers (Households)			
HH Owns Computer	559	84.2%	100
HH Owns Desktop Computer	275	41.4%	107
HH Owns Laptop or Notebook	449	67.6%	98
HH Owns Apple/Mac Brand Computer	133	20.0%	81
HH Owns PC/Non-Apple Brand Computer	480	72.3%	103
HH Purchased Most Recent Home Computer at Store	268	40.4%	108
HH Purchased Most Recent Home Computer Online	170	25.6%	94
HH Spent \$1-499 on Most Recent Home Computer	105	15.8%	115
HH Spent \$500-999 on Most Recent Home Computer	136	20.5%	108
HH Spent \$1K-1499 on Most Recent Home Computer	63	9.5%	83
HH Spent \$1500-1999 on Most Recent Home Computer	22	3.3%	82
HH Spent \$2K+ on Most Recent Home Computer	32	4.8%	79

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	903	65.0%	100
Bought Brewed Coffee at C-Store/30 Days	185	13.3%	107
Bought Cigarettes at C-Store/30 Days	98	7.1%	116
Bought Gas at C-Store/30 Days	633	45.5%	114
Spent \$1-19 at C-Store/30 Days	83	6.0%	88
Spent \$20-39 at C-Store/30 Days	113	8.1%	97
Spent \$40-50 at C-Store/30 Days	83	6.0%	90
Spent \$51-99 at C-Store/30 Days	84	6.0%	107
Spent \$100+ at C-Store/30 Days	376	27.1%	115
Entertainment (Adults)			
Attended Movie/6 Mo	542	39.0%	89
Went to Live Theater/12 Mo	83	6.0%	68
Went to Bar or Night Club/12 Mo	188	13.5%	76
Dined Out/12 Mo	799	57.5%	103
Gambled at Casino/12 Mo	167	12.0%	101
Visited Theme Park/12 Mo	161	11.6%	74
Viewed Movie (Video-on-Demand)/30 Days	137	9.9%	105
Viewed TV Show (Video-on-Demand)/30 Days	86	6.2%	94
Used Internet to Download Movie/30 Days	79	5.7%	91
Downloaded Individual Song/6 Mo	228	16.4%	84
Used Internet to Watch Movie/30 Days	347	25.0%	73
Used Internet to Watch TV Program/30 Days	222	16.0%	71
Played (Console) Video or Electronic Game/12 Mo	128	9.2%	73
Played (Portable) Video or Electronic Game/12 Mo	67	4.8%	70
Financial (Adults)			
Have 1st Home Mortgage	455	32.7%	90
Used ATM or Cash Machine/12 Mo	797	57.3%	93
Own Any Stock	192	13.8%	93
Own U.S. Savings Bonds	102	7.3%	99
Own Shares in Mutual Fund (Stocks)	219	15.8%	118
Own Shares in Mutual Fund (Bonds)	122	8.8%	106
Have Interest Checking Account	617	44.4%	114
Have Non-Interest Checking Account	520	37.4%	101
Have Savings Account	962	69.2%	95
Have 401(k) Retirement Savings Plan	272	19.6%	80
Own or Used Any Credit/Debit Card/12 Mo	1,299	93.5%	101
Avg \$1-110 Monthly Credit Card Expenditures	139	10.0%	98
Avg \$111-225 Monthly Credit Card Expenditures	108	7.8%	113
Avg \$226-450 Monthly Credit Card Expenditures	140	10.1%	115
Avg \$451-700 Monthly Credit Card Expenditures	113	8.1%	88
Avg \$701-1000 Monthly Credit Card Expenditures	88	6.3%	81
Avg \$1001-2000 Monthly Credit Card Expenditures	196	14.1%	118
Avg \$2001+ Monthly Credit Card Expenditures	175	12.6%	101
Did Banking Online/12 Mo	749	53.9%	94
Did Banking by Mobile Device/12 Mo	590	42.4%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	634	95.5%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	514	77.4%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	149	22.4%	108
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	389	58.6%	100
HH Used Fresh Fruit or Vegetables/6 Mo	601	90.5%	102
HH Used Fresh Milk/6 Mo	557	83.9%	102
HH Used Organic Food/6 Mo	132	19.9%	78
Health (Adults)			
Exercise at Home 2+ Times/Wk	645	46.4%	96
Exercise at Club 2+ Times/Wk	133	9.6%	82
Visited Doctor/12 Mo	1,159	83.4%	105
Used Vitamins or Dietary Supplements/6 Mo	972	69.9%	106
Home (Households)			
HH Did Home Improvement/12 Mo	272	41.0%	113
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	260	39.2%	112
HH Purchased Low Ticket HH Furnishing/12 Mo	133	20.0%	89
HH Purchased Big Ticket HH Furnishing/12 Mo	151	22.7%	88
HH Bought Small Kitchen Appliance/12 Mo	158	23.8%	95
HH Bought Large Kitchen Appliance/12 Mo	110	16.6%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	721	51.9%	101
Personally Carry Any Med/Hosp/Accident Insur	1,218	87.6%	103
Homeowner Carries Home/Personal Property Insurance	956	68.8%	114
Renter Carries Home/Pers Property Insurance	147	10.6%	83
HH Has 1 Vehicle Covered w/Auto Insurance	221	33.3%	104
HH Has 2 Vehicles Covered w/Auto Insurance	194	29.2%	93
HH Has 3+ Vehicles Covered w/Auto Insurance	205	30.9%	119
Pets (Households)			
HH Owns Any Pet	369	55.6%	110
HH Owns Cat	182	27.4%	117
HH Owns Dog	287	43.2%	112
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	203	14.6%	86
Buying American Is Important: 4-Agr Cmpl	551	39.6%	136
Buy Based on Quality Not Price: 4-Agr Cmpl	197	14.2%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	161	11.6%	93
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	167	12.0%	118
Will Pay More for Env Safe Prods: 4-Agr Cmpl	113	8.1%	72
Buy Based on Price Not Brands: 4-Agr Cmpl	376	27.1%	101
Reading (Adults)			
Bought Digital Book/12 Mo	260	18.7%	102
Bought Hardcover Book/12 Mo	349	25.1%	93
Bought Paperback Book/12 Mo	448	32.2%	94
Read Daily Newspaper (Paper Version)	187	13.5%	124
Read Digital Newspaper/30 Days	705	50.7%	86
Read Magazine (Paper/Electronic Vers)/6 Mo	1,206	86.8%	100

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	1,011	72.7%	102
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	369	26.5%	114
Went to Fast Food/Drive-In Restaurant/6 Mo	1,237	89.0%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	527	37.9%	96
Ordered Eat-In Fast Food/6 Mo	429	30.9%	107
Ordered Home Delivery Fast Food/6 Mo	127	9.1%	71
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	767	55.2%	105
Ordered Take-Out/Walk-In Fast Food/6 Mo	253	18.2%	80
Television & Electronics (Adults/Households)			
Own Tablet	804	57.8%	101
Own E-Reader	228	16.4%	104
Own E-Reader/Tablet: Apple iPad	470	33.8%	92
HH Owns Internet Connectable TV	284	42.8%	104
Own Portable MP3 Player	125	9.0%	100
HH Owns 1 TV	114	17.2%	93
HH Owns 2 TVs	191	28.8%	103
HH Owns 3 TVs	162	24.4%	109
HH Owns 4+ TVs	147	22.1%	100
HH Subscribes to Cable TV	228	34.3%	111
HH Subscribes to Fiber Optic TV	23	3.5%	68
HH Owns Portable GPS Device	159	23.9%	129
HH Purchased Video Game System/12 Mo	26	3.9%	50
HH Owns Internet Video Device for TV	338	50.9%	96
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	788	56.7%	97
Took 3+ Domestic Non-Business Trips/12 Mo	237	17.1%	104
Spent \$1-999 on Domestic Vacations/12 Mo	150	10.8%	88
Spent \$1K-1499 on Domestic Vacations/12 Mo	79	5.7%	83
Spent \$1500-1999 on Domestic Vacations/12 Mo	57	4.1%	92
Spent \$2K-2999 on Domestic Vacations/12 Mo	72	5.2%	99
Spent \$3K+ on Domestic Vacations/12 Mo	142	10.2%	106
Used Intrnt Travel Site for Domestic Trip/12 Mo	59	4.2%	68
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	329	23.7%	78
Took 3+ Foreign Trips by Plane/3 Yrs	49	3.5%	65
Spent \$1-999 on Foreign Vacations/12 Mo	59	4.2%	76
Spent \$1K-2999 on Foreign Vacations/12 Mo	32	2.3%	69
Spent \$3K+ on Foreign Vacations/12 Mo	58	4.2%	70
Used General Travel Site: Foreign Trip/3 Yrs	52	3.7%	67
Spent Night at Hotel or Motel/12 Mo	665	47.8%	94
Took Cruise of More Than One Day/3 Yrs	138	9.9%	117
Member of Frequent Flyer Program	354	25.5%	92
Member of Hotel Rewards Program	434	31.2%	107

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