Demographic Summary	2024	2029
Population	126	125
Population 18+	107	108
Households	37	37
Median Household Income	$57,217	$69,186

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	67	62.6%	99
Bought Women`s Clothing/12 Mo	52	48.6%	93
Bought Shoes/12 Mo	75	70.1%	93
Bought Fine Jewelry/12 Mo	23	21.5%	99
Bought Watch/12 Mo	19	17.8%	134
Automobiles (Households)			
HH Owns or Leases Any Vehicle	34	91.9%	101
HH Bought or Leased New Vehicle/12 Mo	4	10.8%	117
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	102	95.3%	106
Bought or Changed Motor Oil/12 Mo	62	57.9%	108
Had Vehicle Tune-Up/12 Mo	30	28.0%	117
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	30	28.0%	75
Drank Beer or Ale/6 Mo	38	35.5%	93
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	14	13.1%	134
Own Digital SLR Camera or Camcorder	8	7.5%	72
Printed Digital Photos/12 Mo	30	28.0%	108
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	28	26.2%	72
Have a Smartphone	97	90.7%	96
Have Android Phone (Any Brand) Smartphone	53	49.5%	129
Have Apple iPhone Smartphone	44	41.1%	72
HH Owns 1 Cell Phone	14	37.8%	126
HH Owns 2 Cell Phones	17	45.9%	117
HH Owns 3+ Cell Phones	6	16.2%	57
HH Has Cell Phone Only (No Landline Telephone)	28	75.7%	105
Computers (Households)			
HH Owns Computer	30	81.1%	97
HH Owns Desktop Computer	15	40.5%	104
HH Owns Laptop or Notebook	23	62.2%	90
HH Owns Apple/Mac Brand Computer	6	16.2%	66
HH Owns PC/Non-Apple Brand Computer	26	70.3%	100
HH Purchased Most Recent Home Computer at Store	11	29.7%	80
HH Purchased Most Recent Home Computer Online	11	29.7%	109
HH Spent $1-499 on Most Recent Home Computer	6	16.2%	117
HH Spent $500-999 on Most Recent Home Computer	7	18.9%	100
HH Spent $1K-1499 on Most Recent Home Computer	5	13.5%	119
HH Spent $1500-1999 on Most Recent Home Computer	2	5.4%	134
HH Spent $2K+ on Most Recent Home Computer	2	5.4%	89

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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.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	68	63.6%	98
Bought Brewed Coffee at C-Store/30 Days	11	10.3%	82
Bought Cigarettes at C-Store/30 Days	7	6.5%	108
Bought Gas at C-Store/30 Days	47	43.9%	110
Spent $1-19 at C-Store/30 Days	8	7.5%	110
Spent $20-39 at C-Store/30 Days	10	9.3%	112
Spent $40-50 at C-Store/30 Days	5	4.7%	70
Spent $51-99 at C-Store/30 Days	7	6.5%	116
Spent $100+ at C-Store/30 Days	22	20.6%	87
Entertainment (Adults)			
Attended Movie/6 Mo	44	41.1%	93
Went to Live Theater/12 Mo	10	9.3%	107
Went to Bar or Night Club/12 Mo	15	14.0%	79
Dined Out/12 Mo	63	58.9%	105
Gambled at Casino/12 Mo	15	14.0%	118
Visited Theme Park/12 Mo	14	13.1%	83
Viewed Movie (Video-on-Demand)/30 Days	13	12.1%	129
Viewed TV Show (Video-on-Demand)/30 Days	7	6.5%	99
Used Internet to Download Movie/30 Days	8	7.5%	120
Downloaded Individual Song/6 Mo	17	15.9%	82
Used Internet to Watch Movie/30 Days	28	26.2%	77
Used Internet to Watch TV Program/30 Days	19	17.8%	79
Played (Console) Video or Electronic Game/12 Mo	8	7.5%	59
Played (Portable) Video or Electronic Game/12 Mo	3	2.8%	41
Financial (Adults)			
Have 1st Home Mortgage	26	24.3%	67
Used ATM or Cash Machine/12 Mo	64	59.8%	97
Own Any Stock	14	13.1%	88
Own U.S. Savings Bonds	7	6.5%	89
Own Shares in Mutual Fund (Stocks)	16	15.0%	112
Own Shares in Mutual Fund (Bonds)	9	8.4%	101
Have Interest Checking Account	46	43.0%	111
Have Non-Interest Checking Account	39	36.4%	99
Have Savings Account	70	65.4%	90
Have 401(k) Retirement Savings Plan	14	13.1%	54
Own or Used Any Credit/Debit Card/12 Mo	99	92.5%	100
Avg $1-110 Monthly Credit Card Expenditures	12	11.2%	110
Avg $111-225 Monthly Credit Card Expenditures	7	6.5%	95
Avg $226-450 Monthly Credit Card Expenditures	10	9.3%	106
Avg $451-700 Monthly Credit Card Expenditures	13	12.1%	131
Avg $701-1000 Monthly Credit Card Expenditures	5	4.7%	60
Avg $1001-2000 Monthly Credit Card Expenditures	18	16.8%	140
Avg $2001+ Monthly Credit Card Expenditures	14	13.1%	105
Did Banking Online/12 Mo	62	57.9%	101
Did Banking by Mobile Device/12 Mo	44	41.1%	86

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	35	94.6%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	27	73.0%	95
HH Used Turkey (Fresh or Frozen)/6 Mo	6	16.2%	78
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	20	54.1%	92
HH Used Fresh Fruit or Vegetables/6 Mo	32	86.5%	97
HH Used Fresh Milk/6 Mo	28	75.7%	92
HH Used Organic Food/6 Mo	8	21.6%	85
Health (Adults)			
Exercise at Home 2+ Times/Wk	49	45.8%	94
Exercise at Club 2+ Times/Wk	13	12.1%	104
Visited Doctor/12 Mo	91	85.0%	107
Used Vitamins or Dietary Supplements/6 Mo	79	73.8%	112
Home (Households)			
HH Did Home Improvement/12 Mo	13	35.1%	97
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	11	29.7%	85
HH Purchased Low Ticket HH Furnishing/12 Mo	9	24.3%	108
HH Purchased Big Ticket HH Furnishing/12 Mo	9	24.3%	94
HH Bought Small Kitchen Appliance/12 Mo	11	29.7%	119
HH Bought Large Kitchen Appliance/12 Mo	6	16.2%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	43	40.2%	78
Personally Carry Any Med/Hosp/Accident Insur	96	89.7%	105
Homeowner Carries Home/Personal Property Insurance	66	61.7%	102
Renter Carries Home/Pers Property Insurance	11	10.3%	80
HH Has 1 Vehicle Covered w/Auto Insurance	18	48.6%	152
HH Has 2 Vehicles Covered w/Auto Insurance	9	24.3%	77
HH Has 3+ Vehicles Covered w/Auto Insurance	8	21.6%	83
Pets (Households)			
HH Owns Any Pet	16	43.2%	86
HH Owns Cat	7	18.9%	81
HH Owns Dog	12	32.4%	84
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	18	16.8%	99
Buying American Is Important: 4-Agr Cmpl	38	35.5%	122
Buy Based on Quality Not Price: 4-Agr Cmpl	16	15.0%	103
Buy on Credit Rather Than Wait: 4-Agr Cmpl	15	14.0%	113
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	13	12.1%	119
Will Pay More for Env Safe Prods: 4-Agr Cmpl	10	9.3%	83
Buy Based on Price Not Brands: 4-Agr Cmpl	22	20.6%	77
Reading (Adults)			
Bought Digital Book/12 Mo	20	18.7%	102
Bought Hardcover Book/12 Mo	24	22.4%	83
Bought Paperback Book/12 Mo	32	29.9%	87
Read Daily Newspaper (Paper Version)	15	14.0%	130
Read Digital Newspaper/30 Days	59	55.1%	94
Read Magazine (Paper/Electronic Vers)/6 Mo	99	92.5%	106

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	72	67.3%	94
Went to Family Restrnt/SteakHse 4+ Times/30 Days	28	26.2%	112
Went to Fast Food/Drive-In Restaurant/6 Mo	96	89.7%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	36	33.6%	85
Ordered Eat-In Fast Food/6 Mo	32	29.9%	104
Ordered Home Delivery Fast Food/6 Mo	9	8.4%	65
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	50	46.7%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	19	17.8%	78
Television & Electronics (Adults/Households)			
Own Tablet	60	56.1%	98
Own E-Reader	18	16.8%	106
Own E-Reader/Tablet: Apple iPad	31	29.0%	79
HH Owns Internet Connectable TV	13	35.1%	86
Own Portable MP3 Player	10	9.3%	104
HH Owns 1 TV	7	18.9%	102
HH Owns 2 TVs	10	27.0%	97
HH Owns 3 TVs	8	21.6%	97
HH Owns 4+ TVs	7	18.9%	85
HH Subscribes to Cable TV	15	40.5%	131
HH Subscribes to Fiber Optic TV	1	2.7%	53
HH Owns Portable GPS Device	8	21.6%	117
HH Purchased Video Game System/12 Mo	1	2.7%	35
HH Owns Internet Video Device for TV	18	48.6%	92
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	51	47.7%	81
Took 3+ Domestic Non-Business Trips/12 Mo	15	14.0%	86
Spent $1-999 on Domestic Vacations/12 Mo	8	7.5%	61
Spent $1K-1499 on Domestic Vacations/12 Mo	5	4.7%	68
Spent $1500-1999 on Domestic Vacations/12 Mo	6	5.6%	126
Spent $2K-2999 on Domestic Vacations/12 Mo	6	5.6%	108
Spent $3K+ on Domestic Vacations/12 Mo	10	9.3%	97
Used Intrnt Travel Site for Domestic Trip/12 Mo	6	5.6%	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	29	27.1%	90
Took 3+ Foreign Trips by Plane/3 Yrs	5	4.7%	86
Spent $1-999 on Foreign Vacations/12 Mo	6	5.6%	101
Spent $1K-2999 on Foreign Vacations/12 Mo	2	1.9%	56
Spent $3K+ on Foreign Vacations/12 Mo	6	5.6%	94
Used General Travel Site: Foreign Trip/3 Yrs	7	6.5%	117
Spent Night at Hotel or Motel/12 Mo	44	41.1%	81
Took Cruise of More Than One Day/3 Yrs	12	11.2%	132
Member of Frequent Flyer Program	35	32.7%	118
Member of Hotel Rewards Program	32	29.9%	103

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