

Demographic Summary		2024	2029
Population		5,950	5,708
Population 18+		4,489	4,405
Households		1,586	1,555
Median Household Income		\$50,507	\$56,862

  

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	2,774	61.8%	98
Bought Women`s Clothing/12 Mo	2,374	52.9%	101
Bought Shoes/12 Mo	3,309	73.7%	98
Bought Fine Jewelry/12 Mo	1,028	22.9%	105
Bought Watch/12 Mo	672	15.0%	113
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	1,470	92.7%	102
HH Bought or Leased New Vehicle/12 Mo	144	9.1%	98
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	4,180	93.1%	104
Bought or Changed Motor Oil/12 Mo	2,766	61.6%	115
Had Vehicle Tune-Up/12 Mo	1,099	24.5%	102
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	2,100	46.8%	125
Drank Beer or Ale/6 Mo	1,310	29.2%	76
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	379	8.4%	86
Own Digital SLR Camera or Camcorder	331	7.4%	71
Printed Digital Photos/12 Mo	1,056	23.5%	90
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	1,796	40.0%	111
Have a Smartphone	4,173	93.0%	99
Have Android Phone (Any Brand) Smartphone	2,058	45.8%	119
Have Apple iPhone Smartphone	2,178	48.5%	85
HH Owns 1 Cell Phone	429	27.0%	90
HH Owns 2 Cell Phones	664	41.9%	106
HH Owns 3+ Cell Phones	424	26.7%	93
HH Has Cell Phone Only (No Landline Telephone)	1,090	68.7%	95
<b>Computers (Households)</b>			
HH Owns Computer	1,167	73.6%	88
HH Owns Desktop Computer	527	33.2%	86
HH Owns Laptop or Notebook	950	59.9%	86
HH Owns Apple/Mac Brand Computer	227	14.3%	58
HH Owns PC/Non-Apple Brand Computer	1,051	66.3%	95
HH Purchased Most Recent Home Computer at Store	529	33.4%	90
HH Purchased Most Recent Home Computer Online	357	22.5%	82
HH Spent \$1-499 on Most Recent Home Computer	237	14.9%	108
HH Spent \$500-999 on Most Recent Home Computer	257	16.2%	85
HH Spent \$1K-1499 on Most Recent Home Computer	106	6.7%	59
HH Spent \$1500-1999 on Most Recent Home Computer	40	2.5%	62
HH Spent \$2K+ on Most Recent Home Computer	57	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
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	3,318	73.9%	114
Bought Brewed Coffee at C-Store/30 Days	605	13.5%	108
Bought Cigarettes at C-Store/30 Days	470	10.5%	172
Bought Gas at C-Store/30 Days	2,358	52.5%	131
Spent \$1-19 at C-Store/30 Days	243	5.4%	80
Spent \$20-39 at C-Store/30 Days	324	7.2%	86
Spent \$40-50 at C-Store/30 Days	315	7.0%	105
Spent \$51-99 at C-Store/30 Days	260	5.8%	103
Spent \$100+ at C-Store/30 Days	1,529	34.1%	145
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	1,568	34.9%	79
Went to Live Theater/12 Mo	198	4.4%	51
Went to Bar or Night Club/12 Mo	478	10.6%	60
Dined Out/12 Mo	2,307	51.4%	92
Gambled at Casino/12 Mo	525	11.7%	98
Visited Theme Park/12 Mo	593	13.2%	84
Viewed Movie (Video-on-Demand)/30 Days	345	7.7%	82
Viewed TV Show (Video-on-Demand)/30 Days	170	3.8%	57
Used Internet to Download Movie/30 Days	213	4.7%	76
Downloaded Individual Song/6 Mo	856	19.1%	98
Used Internet to Watch Movie/30 Days	1,176	26.2%	77
Used Internet to Watch TV Program/30 Days	767	17.1%	76
Played (Console) Video or Electronic Game/12 Mo	563	12.5%	99
Played (Portable) Video or Electronic Game/12 Mo	365	8.1%	118
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	1,373	30.6%	84
Used ATM or Cash Machine/12 Mo	2,608	58.1%	95
Own Any Stock	367	8.2%	55
Own U.S. Savings Bonds	223	5.0%	67
Own Shares in Mutual Fund (Stocks)	424	9.4%	71
Own Shares in Mutual Fund (Bonds)	239	5.3%	64
Have Interest Checking Account	1,584	35.3%	91
Have Non-Interest Checking Account	1,739	38.7%	105
Have Savings Account	2,896	64.5%	89
Have 401(k) Retirement Savings Plan	822	18.3%	75
Own or Used Any Credit/Debit Card/12 Mo	4,079	90.9%	98
Avg \$1-110 Monthly Credit Card Expenditures	522	11.6%	114
Avg \$111-225 Monthly Credit Card Expenditures	482	10.7%	156
Avg \$226-450 Monthly Credit Card Expenditures	426	9.5%	108
Avg \$451-700 Monthly Credit Card Expenditures	322	7.2%	77
Avg \$701-1000 Monthly Credit Card Expenditures	191	4.3%	54
Avg \$1001-2000 Monthly Credit Card Expenditures	330	7.4%	61
Avg \$2001+ Monthly Credit Card Expenditures	304	6.8%	54
Did Banking Online/12 Mo	2,237	49.8%	87
Did Banking by Mobile Device/12 Mo	1,917	42.7%	89

**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/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	1,512	95.3%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	1,241	78.2%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	308	19.4%	94
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	926	58.4%	99
HH Used Fresh Fruit or Vegetables/6 Mo	1,391	87.7%	99
HH Used Fresh Milk/6 Mo	1,346	84.9%	103
HH Used Organic Food/6 Mo	262	16.5%	65
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	1,749	39.0%	80
Exercise at Club 2+ Times/Wk	326	7.3%	62
Visited Doctor/12 Mo	3,452	76.9%	96
Used Vitamins or Dietary Supplements/6 Mo	2,857	63.6%	96
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	586	36.9%	102
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	430	27.1%	78
HH Purchased Low Ticket HH Furnishing/12 Mo	322	20.3%	90
HH Purchased Big Ticket HH Furnishing/12 Mo	408	25.7%	100
HH Bought Small Kitchen Appliance/12 Mo	416	26.2%	105
HH Bought Large Kitchen Appliance/12 Mo	252	15.9%	99
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	2,291	51.0%	100
Personally Carry Any Med/Hosp/Accident Insur	3,810	84.9%	100
Homeowner Carries Home/Personal Property Insurance	2,763	61.6%	102
Renter Carries Home/Pers Property Insurance	460	10.2%	80
HH Has 1 Vehicle Covered w/Auto Insurance	499	31.5%	98
HH Has 2 Vehicles Covered w/Auto Insurance	482	30.4%	96
HH Has 3+ Vehicles Covered w/Auto Insurance	480	30.3%	117
<b>Pets (Households)</b>			
HH Owns Any Pet	979	61.7%	122
HH Owns Cat	507	32.0%	136
HH Owns Dog	821	51.8%	134
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	642	14.3%	84
Buying American Is Important: 4-Agr Cmpl	1,767	39.4%	135
Buy Based on Quality Not Price: 4-Agr Cmpl	607	13.5%	93
Buy on Credit Rather Than Wait: 4-Agr Cmpl	560	12.5%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	398	8.9%	87
Will Pay More for Env Safe Prods: 4-Agr Cmpl	365	8.1%	72
Buy Based on Price Not Brands: 4-Agr Cmpl	1,336	29.8%	112
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	691	15.4%	84
Bought Hardcover Book/12 Mo	1,103	24.6%	91
Bought Paperback Book/12 Mo	1,382	30.8%	89
Read Daily Newspaper (Paper Version)	465	10.4%	96
Read Digital Newspaper/30 Days	2,205	49.1%	84
Read Magazine (Paper/Electronic Vers)/6 Mo	3,700	82.4%	95

**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
<b>Restaurants (Adults)</b>			
Went to Family Restrnrt/SteakHse/6 Mo	3,315	73.8%	104
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	1,101	24.5%	105
Went to Fast Food/Drive-In Restaurant/6 Mo	4,127	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,013	44.8%	113
Ordered Eat-In Fast Food/6 Mo	1,434	31.9%	111
Ordered Home Delivery Fast Food/6 Mo	482	10.7%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,691	59.9%	114
Ordered Take-Out/Walk-In Fast Food/6 Mo	729	16.2%	71
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	2,228	49.6%	87
Own E-Reader	518	11.5%	73
Own E-Reader/Tablet: Apple iPad	1,221	27.2%	74
HH Owns Internet Connectable TV	605	38.1%	93
Own Portable MP3 Player	378	8.4%	94
HH Owns 1 TV	252	15.9%	86
HH Owns 2 TVs	378	23.8%	86
HH Owns 3 TVs	420	26.5%	118
HH Owns 4+ TVs	379	23.9%	108
HH Subscribes to Cable TV	295	18.6%	60
HH Subscribes to Fiber Optic TV	31	2.0%	38
HH Owns Portable GPS Device	330	20.8%	112
HH Purchased Video Game System/12 Mo	90	5.7%	73
HH Owns Internet Video Device for TV	746	47.0%	89
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	2,304	51.3%	88
Took 3+ Domestic Non-Business Trips/12 Mo	681	15.2%	93
Spent \$1-999 on Domestic Vacations/12 Mo	538	12.0%	98
Spent \$1K-1499 on Domestic Vacations/12 Mo	262	5.8%	85
Spent \$1500-1999 on Domestic Vacations/12 Mo	121	2.7%	61
Spent \$2K-2999 on Domestic Vacations/12 Mo	201	4.5%	86
Spent \$3K+ on Domestic Vacations/12 Mo	297	6.6%	68
Used Intrnt Travel Site for Domestic Trip/12 Mo	173	3.9%	62
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	795	17.7%	59
Took 3+ Foreign Trips by Plane/3 Yrs	74	1.6%	30
Spent \$1-999 on Foreign Vacations/12 Mo	161	3.6%	64
Spent \$1K-2999 on Foreign Vacations/12 Mo	86	1.9%	57
Spent \$3K+ on Foreign Vacations/12 Mo	126	2.8%	47
Used General Travel Site: Foreign Trip/3 Yrs	126	2.8%	50
Spent Night at Hotel or Motel/12 Mo	2,024	45.1%	89
Took Cruise of More Than One Day/3 Yrs	277	6.2%	73
Member of Frequent Flyer Program	600	13.4%	48
Member of Hotel Rewards Program	1,030	22.9%	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.