

Demographic Summary		2024	2029
Population		14,447	14,393
Population 18+		9,659	9,839
Households		3,533	3,561
Median Household Income		\$43,045	\$53,647

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	5,894	61.0%	97
Bought Women`s Clothing/12 Mo	5,317	55.0%	105
Bought Shoes/12 Mo	7,218	74.7%	99
Bought Fine Jewelry/12 Mo	2,406	24.9%	114
Bought Watch/12 Mo	1,612	16.7%	126
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,969	84.0%	93
HH Bought or Leased New Vehicle/12 Mo	209	5.9%	64
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	8,245	85.4%	95
Bought or Changed Motor Oil/12 Mo	5,502	57.0%	107
Had Vehicle Tune-Up/12 Mo	2,161	22.4%	93
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,873	50.5%	135
Drank Beer or Ale/6 Mo	3,255	33.7%	88
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	530	5.5%	56
Own Digital SLR Camera or Camcorder	429	4.4%	43
Printed Digital Photos/12 Mo	1,732	17.9%	69
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	4,148	42.9%	119
Have a Smartphone	8,848	91.6%	97
Have Android Phone (Any Brand) Smartphone	4,470	46.3%	120
Have Apple iPhone Smartphone	4,600	47.6%	83
HH Owns 1 Cell Phone	1,103	31.2%	104
HH Owns 2 Cell Phones	1,134	32.1%	81
HH Owns 3+ Cell Phones	1,198	33.9%	118
HH Has Cell Phone Only (No Landline Telephone)	2,531	71.6%	99
Computers (Households)			
HH Owns Computer	2,461	69.7%	83
HH Owns Desktop Computer	1,132	32.0%	83
HH Owns Laptop or Notebook	2,021	57.2%	83
HH Owns Apple/Mac Brand Computer	587	16.6%	67
HH Owns PC/Non-Apple Brand Computer	2,158	61.1%	87
HH Purchased Most Recent Home Computer at Store	964	27.3%	73
HH Purchased Most Recent Home Computer Online	764	21.6%	79
HH Spent \$1-499 on Most Recent Home Computer	533	15.1%	109
HH Spent \$500-999 on Most Recent Home Computer	391	11.1%	58
HH Spent \$1K-1499 on Most Recent Home Computer	255	7.2%	63
HH Spent \$1500-1999 on Most Recent Home Computer	83	2.3%	58
HH Spent \$2K+ on Most Recent Home Computer	118	3.3%	55

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	6,778	70.2%	108
Bought Brewed Coffee at C-Store/30 Days	1,370	14.2%	114
Bought Cigarettes at C-Store/30 Days	819	8.5%	140
Bought Gas at C-Store/30 Days	4,238	43.9%	109
Spent \$1-19 at C-Store/30 Days	570	5.9%	87
Spent \$20-39 at C-Store/30 Days	965	10.0%	120
Spent \$40-50 at C-Store/30 Days	555	5.7%	86
Spent \$51-99 at C-Store/30 Days	627	6.5%	115
Spent \$100+ at C-Store/30 Days	2,849	29.5%	125
Entertainment (Adults)			
Attended Movie/6 Mo	4,053	42.0%	95
Went to Live Theater/12 Mo	520	5.4%	62
Went to Bar or Night Club/12 Mo	1,157	12.0%	68
Dined Out/12 Mo	4,115	42.6%	76
Gambled at Casino/12 Mo	966	10.0%	84
Visited Theme Park/12 Mo	1,610	16.7%	106
Viewed Movie (Video-on-Demand)/30 Days	652	6.8%	72
Viewed TV Show (Video-on-Demand)/30 Days	397	4.1%	62
Used Internet to Download Movie/30 Days	423	4.4%	70
Downloaded Individual Song/6 Mo	1,852	19.2%	98
Used Internet to Watch Movie/30 Days	3,175	32.9%	96
Used Internet to Watch TV Program/30 Days	1,694	17.5%	78
Played (Console) Video or Electronic Game/12 Mo	975	10.1%	80
Played (Portable) Video or Electronic Game/12 Mo	615	6.4%	92
Financial (Adults)			
Have 1st Home Mortgage	2,533	26.2%	72
Used ATM or Cash Machine/12 Mo	5,746	59.5%	97
Own Any Stock	645	6.7%	45
Own U.S. Savings Bonds	332	3.4%	47
Own Shares in Mutual Fund (Stocks)	491	5.1%	38
Own Shares in Mutual Fund (Bonds)	312	3.2%	39
Have Interest Checking Account	2,305	23.9%	61
Have Non-Interest Checking Account	3,374	34.9%	95
Have Savings Account	5,586	57.8%	80
Have 401(k) Retirement Savings Plan	1,507	15.6%	64
Own or Used Any Credit/Debit Card/12 Mo	8,585	88.9%	96
Avg \$1-110 Monthly Credit Card Expenditures	1,240	12.8%	125
Avg \$111-225 Monthly Credit Card Expenditures	710	7.4%	107
Avg \$226-450 Monthly Credit Card Expenditures	839	8.7%	99
Avg \$451-700 Monthly Credit Card Expenditures	712	7.4%	79
Avg \$701-1000 Monthly Credit Card Expenditures	559	5.8%	74
Avg \$1001-2000 Monthly Credit Card Expenditures	702	7.3%	61
Avg \$2001+ Monthly Credit Card Expenditures	408	4.2%	34
Did Banking Online/12 Mo	4,134	42.8%	75
Did Banking by Mobile Device/12 Mo	3,792	39.3%	82

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	3,309	93.7%	99
HH Used Chicken (Fresh or Frozen)/6 Mo	2,669	75.5%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	648	18.3%	89
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,097	59.4%	101
HH Used Fresh Fruit or Vegetables/6 Mo	3,028	85.7%	96
HH Used Fresh Milk/6 Mo	2,988	84.6%	103
HH Used Organic Food/6 Mo	757	21.4%	84
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,992	41.3%	85
Exercise at Club 2+ Times/Wk	808	8.4%	71
Visited Doctor/12 Mo	7,051	73.0%	92
Used Vitamins or Dietary Supplements/6 Mo	5,840	60.5%	91
Home (Households)			
HH Did Home Improvement/12 Mo	1,117	31.6%	87
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	857	24.3%	69
HH Purchased Low Ticket HH Furnishing/12 Mo	697	19.7%	88
HH Purchased Big Ticket HH Furnishing/12 Mo	778	22.0%	85
HH Bought Small Kitchen Appliance/12 Mo	839	23.7%	95
HH Bought Large Kitchen Appliance/12 Mo	470	13.3%	83
Insurance (Adults/Households)			
Currently Carry Life Insurance	4,253	44.0%	86
Personally Carry Any Med/Hosp/Accident Insur	7,000	72.5%	85
Homeowner Carries Home/Personal Property Insurance	4,549	47.1%	78
Renter Carries Home/Pers Property Insurance	1,204	12.5%	97
HH Has 1 Vehicle Covered w/Auto Insurance	1,218	34.5%	108
HH Has 2 Vehicles Covered w/Auto Insurance	911	25.8%	82
HH Has 3+ Vehicles Covered w/Auto Insurance	855	24.2%	93
Pets (Households)			
HH Owns Any Pet	1,615	45.7%	90
HH Owns Cat	683	19.3%	82
HH Owns Dog	1,365	38.6%	100
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,922	19.9%	117
Buying American Is Important: 4-Agr Cmpl	2,910	30.1%	104
Buy Based on Quality Not Price: 4-Agr Cmpl	1,339	13.9%	96
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,424	14.7%	119
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,165	12.1%	118
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,162	12.0%	107
Buy Based on Price Not Brands: 4-Agr Cmpl	2,983	30.9%	116
Reading (Adults)			
Bought Digital Book/12 Mo	1,425	14.8%	81
Bought Hardcover Book/12 Mo	2,178	22.5%	84
Bought Paperback Book/12 Mo	2,813	29.1%	85
Read Daily Newspaper (Paper Version)	1,086	11.2%	104
Read Digital Newspaper/30 Days	5,379	55.7%	95
Read Magazine (Paper/Electronic Vers)/6 Mo	8,259	85.5%	98

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	6,807	70.5%	99
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	2,369	24.5%	105
Went to Fast Food/Drive-In Restaurant/6 Mo	8,794	91.0%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,320	44.7%	113
Ordered Eat-In Fast Food/6 Mo	2,903	30.1%	104
Ordered Home Delivery Fast Food/6 Mo	1,515	15.7%	121
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,916	50.9%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,478	15.3%	67
Television & Electronics (Adults/Households)			
Own Tablet	5,018	52.0%	91
Own E-Reader	980	10.1%	64
Own E-Reader/Tablet: Apple iPad	2,433	25.2%	69
HH Owns Internet Connectable TV	1,281	36.3%	88
Own Portable MP3 Player	669	6.9%	77
HH Owns 1 TV	553	15.7%	85
HH Owns 2 TVs	936	26.5%	95
HH Owns 3 TVs	908	25.7%	115
HH Owns 4+ TVs	670	19.0%	86
HH Subscribes to Cable TV	893	25.3%	82
HH Subscribes to Fiber Optic TV	86	2.4%	48
HH Owns Portable GPS Device	500	14.2%	76
HH Purchased Video Game System/12 Mo	256	7.2%	93
HH Owns Internet Video Device for TV	1,628	46.1%	87
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	4,348	45.0%	77
Took 3+ Domestic Non-Business Trips/12 Mo	929	9.6%	59
Spent \$1-999 on Domestic Vacations/12 Mo	969	10.0%	82
Spent \$1K-1499 on Domestic Vacations/12 Mo	486	5.0%	74
Spent \$1500-1999 on Domestic Vacations/12 Mo	206	2.1%	48
Spent \$2K-2999 on Domestic Vacations/12 Mo	323	3.3%	64
Spent \$3K+ on Domestic Vacations/12 Mo	433	4.5%	46
Used Intrnt Travel Site for Domestic Trip/12 Mo	464	4.8%	77
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,446	25.3%	84
Took 3+ Foreign Trips by Plane/3 Yrs	316	3.3%	60
Spent \$1-999 on Foreign Vacations/12 Mo	370	3.8%	69
Spent \$1K-2999 on Foreign Vacations/12 Mo	343	3.6%	107
Spent \$3K+ on Foreign Vacations/12 Mo	325	3.4%	56
Used General Travel Site: Foreign Trip/3 Yrs	335	3.5%	62
Spent Night at Hotel or Motel/12 Mo	4,060	42.0%	83
Took Cruise of More Than One Day/3 Yrs	589	6.1%	72
Member of Frequent Flyer Program	1,263	13.1%	47
Member of Hotel Rewards Program	1,888	19.5%	67

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