

Demographic Summary		2024	2029
Population		13,804	13,351
Population 18+		9,371	9,297
Households		3,434	3,353
Median Household Income		\$38,963	\$52,891

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	5,956	63.6%	101
Bought Women`s Clothing/12 Mo	5,244	56.0%	107
Bought Shoes/12 Mo	7,159	76.4%	102
Bought Fine Jewelry/12 Mo	2,292	24.5%	112
Bought Watch/12 Mo	1,641	17.5%	132
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,924	85.1%	94
HH Bought or Leased New Vehicle/12 Mo	219	6.4%	69
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	8,054	85.9%	96
Bought or Changed Motor Oil/12 Mo	5,475	58.4%	109
Had Vehicle Tune-Up/12 Mo	2,033	21.7%	90
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,900	52.3%	140
Drank Beer or Ale/6 Mo	3,374	36.0%	94
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	508	5.4%	55
Own Digital SLR Camera or Camcorder	355	3.8%	36
Printed Digital Photos/12 Mo	1,602	17.1%	66
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	4,138	44.2%	122
Have a Smartphone	8,523	91.0%	97
Have Android Phone (Any Brand) Smartphone	4,167	44.5%	116
Have Apple iPhone Smartphone	4,599	49.1%	86
HH Owns 1 Cell Phone	1,008	29.4%	98
HH Owns 2 Cell Phones	990	28.8%	73
HH Owns 3+ Cell Phones	1,333	38.8%	136
HH Has Cell Phone Only (No Landline Telephone)	2,471	72.0%	100
Computers (Households)			
HH Owns Computer	2,370	69.0%	82
HH Owns Desktop Computer	1,066	31.0%	80
HH Owns Laptop or Notebook	1,965	57.2%	83
HH Owns Apple/Mac Brand Computer	634	18.5%	75
HH Owns PC/Non-Apple Brand Computer	2,045	59.6%	85
HH Purchased Most Recent Home Computer at Store	900	26.2%	70
HH Purchased Most Recent Home Computer Online	770	22.4%	82
HH Spent \$1-499 on Most Recent Home Computer	497	14.5%	105
HH Spent \$500-999 on Most Recent Home Computer	356	10.4%	55
HH Spent \$1K-1499 on Most Recent Home Computer	262	7.6%	67
HH Spent \$1500-1999 on Most Recent Home Computer	93	2.7%	67
HH Spent \$2K+ on Most Recent Home Computer	116	3.4%	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	6,567	70.1%	108
Bought Brewed Coffee at C-Store/30 Days	1,393	14.9%	119
Bought Cigarettes at C-Store/30 Days	622	6.6%	109
Bought Gas at C-Store/30 Days	4,043	43.1%	108
Spent \$1-19 at C-Store/30 Days	596	6.4%	94
Spent \$20-39 at C-Store/30 Days	942	10.1%	120
Spent \$40-50 at C-Store/30 Days	453	4.8%	73
Spent \$51-99 at C-Store/30 Days	565	6.0%	107
Spent \$100+ at C-Store/30 Days	2,806	29.9%	127
Entertainment (Adults)			
Attended Movie/6 Mo	4,209	44.9%	102
Went to Live Theater/12 Mo	508	5.4%	62
Went to Bar or Night Club/12 Mo	1,093	11.7%	66
Dined Out/12 Mo	3,901	41.6%	74
Gambled at Casino/12 Mo	833	8.9%	75
Visited Theme Park/12 Mo	1,736	18.5%	118
Viewed Movie (Video-on-Demand)/30 Days	557	5.9%	63
Viewed TV Show (Video-on-Demand)/30 Days	310	3.3%	50
Used Internet to Download Movie/30 Days	370	3.9%	63
Downloaded Individual Song/6 Mo	1,753	18.7%	96
Used Internet to Watch Movie/30 Days	3,252	34.7%	102
Used Internet to Watch TV Program/30 Days	1,612	17.2%	77
Played (Console) Video or Electronic Game/12 Mo	896	9.6%	76
Played (Portable) Video or Electronic Game/12 Mo	609	6.5%	94
Financial (Adults)			
Have 1st Home Mortgage	2,380	25.4%	70
Used ATM or Cash Machine/12 Mo	5,661	60.4%	98
Own Any Stock	645	6.9%	46
Own U.S. Savings Bonds	290	3.1%	42
Own Shares in Mutual Fund (Stocks)	398	4.2%	32
Own Shares in Mutual Fund (Bonds)	255	2.7%	33
Have Interest Checking Account	1,913	20.4%	53
Have Non-Interest Checking Account	3,455	36.9%	100
Have Savings Account	5,231	55.8%	77
Have 401(k) Retirement Savings Plan	1,400	14.9%	61
Own or Used Any Credit/Debit Card/12 Mo	8,414	89.8%	97
Avg \$1-110 Monthly Credit Card Expenditures	1,190	12.7%	124
Avg \$111-225 Monthly Credit Card Expenditures	684	7.3%	106
Avg \$226-450 Monthly Credit Card Expenditures	732	7.8%	89
Avg \$451-700 Monthly Credit Card Expenditures	753	8.0%	87
Avg \$701-1000 Monthly Credit Card Expenditures	595	6.3%	81
Avg \$1001-2000 Monthly Credit Card Expenditures	665	7.1%	59
Avg \$2001+ Monthly Credit Card Expenditures	366	3.9%	31
Did Banking Online/12 Mo	3,939	42.0%	73
Did Banking by Mobile Device/12 Mo	3,683	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	3,182	92.7%	98
HH Used Chicken (Fresh or Frozen)/6 Mo	2,628	76.5%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	565	16.5%	80
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,079	60.5%	103
HH Used Fresh Fruit or Vegetables/6 Mo	2,947	85.8%	97
HH Used Fresh Milk/6 Mo	2,958	86.1%	105
HH Used Organic Food/6 Mo	794	23.1%	91
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,860	41.2%	85
Exercise at Club 2+ Times/Wk	787	8.4%	72
Visited Doctor/12 Mo	6,678	71.3%	89
Used Vitamins or Dietary Supplements/6 Mo	5,841	62.3%	94
Home (Households)			
HH Did Home Improvement/12 Mo	1,160	33.8%	93
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	861	25.1%	72
HH Purchased Low Ticket HH Furnishing/12 Mo	677	19.7%	88
HH Purchased Big Ticket HH Furnishing/12 Mo	745	21.7%	84
HH Bought Small Kitchen Appliance/12 Mo	819	23.8%	95
HH Bought Large Kitchen Appliance/12 Mo	454	13.2%	82
Insurance (Adults/Households)			
Currently Carry Life Insurance	3,809	40.6%	79
Personally Carry Any Med/Hosp/Accident Insur	6,393	68.2%	80
Homeowner Carries Home/Personal Property Insurance	4,236	45.2%	75
Renter Carries Home/Pers Property Insurance	1,068	11.4%	89
HH Has 1 Vehicle Covered w/Auto Insurance	1,114	32.4%	101
HH Has 2 Vehicles Covered w/Auto Insurance	951	27.7%	88
HH Has 3+ Vehicles Covered w/Auto Insurance	906	26.4%	102
Pets (Households)			
HH Owns Any Pet	1,582	46.1%	91
HH Owns Cat	632	18.4%	78
HH Owns Dog	1,380	40.2%	104
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	2,031	21.7%	127
Buying American Is Important: 4-Agr Cmpl	2,710	28.9%	99
Buy Based on Quality Not Price: 4-Agr Cmpl	1,265	13.5%	93
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,548	16.5%	133
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,181	12.6%	124
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,158	12.4%	110
Buy Based on Price Not Brands: 4-Agr Cmpl	2,972	31.7%	119
Reading (Adults)			
Bought Digital Book/12 Mo	1,407	15.0%	82
Bought Hardcover Book/12 Mo	2,239	23.9%	89
Bought Paperback Book/12 Mo	2,778	29.6%	86
Read Daily Newspaper (Paper Version)	1,083	11.6%	107
Read Digital Newspaper/30 Days	5,272	56.3%	96
Read Magazine (Paper/Electronic Vers)/6 Mo	8,054	85.9%	99

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	6,679	71.3%	100
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	2,335	24.9%	107
Went to Fast Food/Drive-In Restaurant/6 Mo	8,607	91.8%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,269	45.6%	115
Ordered Eat-In Fast Food/6 Mo	3,097	33.0%	115
Ordered Home Delivery Fast Food/6 Mo	1,634	17.4%	135
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,696	50.1%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,265	13.5%	59
Television & Electronics (Adults/Households)			
Own Tablet	4,615	49.2%	86
Own E-Reader	940	10.0%	63
Own E-Reader/Tablet: Apple iPad	2,400	25.6%	70
HH Owns Internet Connectable TV	1,276	37.2%	91
Own Portable MP3 Player	641	6.8%	76
HH Owns 1 TV	511	14.9%	81
HH Owns 2 TVs	900	26.2%	94
HH Owns 3 TVs	964	28.1%	126
HH Owns 4+ TVs	575	16.7%	76
HH Subscribes to Cable TV	832	24.2%	79
HH Subscribes to Fiber Optic TV	86	2.5%	49
HH Owns Portable GPS Device	429	12.5%	67
HH Purchased Video Game System/12 Mo	267	7.8%	100
HH Owns Internet Video Device for TV	1,521	44.3%	84
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	4,232	45.2%	77
Took 3+ Domestic Non-Business Trips/12 Mo	837	8.9%	55
Spent \$1-999 on Domestic Vacations/12 Mo	984	10.5%	86
Spent \$1K-1499 on Domestic Vacations/12 Mo	469	5.0%	73
Spent \$1500-1999 on Domestic Vacations/12 Mo	186	2.0%	45
Spent \$2K-2999 on Domestic Vacations/12 Mo	312	3.3%	64
Spent \$3K+ on Domestic Vacations/12 Mo	404	4.3%	45
Used Intrnt Travel Site for Domestic Trip/12 Mo	513	5.5%	87
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,729	29.1%	96
Took 3+ Foreign Trips by Plane/3 Yrs	359	3.8%	70
Spent \$1-999 on Foreign Vacations/12 Mo	385	4.1%	74
Spent \$1K-2999 on Foreign Vacations/12 Mo	390	4.2%	125
Spent \$3K+ on Foreign Vacations/12 Mo	344	3.7%	62
Used General Travel Site: Foreign Trip/3 Yrs	368	3.9%	70
Spent Night at Hotel or Motel/12 Mo	3,981	42.5%	84
Took Cruise of More Than One Day/3 Yrs	543	5.8%	68
Member of Frequent Flyer Program	1,174	12.5%	45
Member of Hotel Rewards Program	1,717	18.3%	63

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