

Demographic Summary		2024	2029
Population		1,054	1,019
Population 18+		709	698
Households		302	296
Median Household Income		\$35,000	\$44,701

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	464	65.4%	104
Bought Women`s Clothing/12 Mo	399	56.3%	108
Bought Shoes/12 Mo	549	77.4%	103
Bought Fine Jewelry/12 Mo	168	23.7%	109
Bought Watch/12 Mo	124	17.5%	132
Automobiles (Households)			
HH Owns or Leases Any Vehicle	262	86.8%	96
HH Bought or Leased New Vehicle/12 Mo	21	7.0%	75
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	616	86.9%	97
Bought or Changed Motor Oil/12 Mo	421	59.4%	111
Had Vehicle Tune-Up/12 Mo	149	21.0%	88
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	376	53.0%	142
Drank Beer or Ale/6 Mo	271	38.2%	100
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	41	5.8%	59
Own Digital SLR Camera or Camcorder	30	4.2%	41
Printed Digital Photos/12 Mo	122	17.2%	66
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	319	45.0%	125
Have a Smartphone	647	91.3%	97
Have Android Phone (Any Brand) Smartphone	313	44.1%	115
Have Apple iPhone Smartphone	356	50.2%	88
HH Owns 1 Cell Phone	86	28.5%	95
HH Owns 2 Cell Phones	82	27.2%	69
HH Owns 3+ Cell Phones	126	41.7%	146
HH Has Cell Phone Only (No Landline Telephone)	219	72.5%	101
Computers (Households)			
HH Owns Computer	212	70.2%	84
HH Owns Desktop Computer	94	31.1%	80
HH Owns Laptop or Notebook	176	58.3%	84
HH Owns Apple/Mac Brand Computer	60	19.9%	80
HH Owns PC/Non-Apple Brand Computer	181	59.9%	85
HH Purchased Most Recent Home Computer at Store	78	25.8%	69
HH Purchased Most Recent Home Computer Online	71	23.5%	86
HH Spent \$1-499 on Most Recent Home Computer	42	13.9%	101
HH Spent \$500-999 on Most Recent Home Computer	31	10.3%	54
HH Spent \$1K-1499 on Most Recent Home Computer	25	8.3%	73
HH Spent \$1500-1999 on Most Recent Home Computer	10	3.3%	82
HH Spent \$2K+ on Most Recent Home Computer	11	3.6%	60

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	498	70.2%	108
Bought Brewed Coffee at C-Store/30 Days	108	15.2%	122
Bought Cigarettes at C-Store/30 Days	42	5.9%	98
Bought Gas at C-Store/30 Days	308	43.4%	108
Spent \$1-19 at C-Store/30 Days	49	6.9%	102
Spent \$20-39 at C-Store/30 Days	71	10.0%	120
Spent \$40-50 at C-Store/30 Days	32	4.5%	68
Spent \$51-99 at C-Store/30 Days	39	5.5%	98
Spent \$100+ at C-Store/30 Days	218	30.7%	130
Entertainment (Adults)			
Attended Movie/6 Mo	332	46.8%	106
Went to Live Theater/12 Mo	38	5.4%	61
Went to Bar or Night Club/12 Mo	88	12.4%	70
Dined Out/12 Mo	293	41.3%	74
Gambled at Casino/12 Mo	59	8.3%	70
Visited Theme Park/12 Mo	138	19.5%	124
Viewed Movie (Video-on-Demand)/30 Days	37	5.2%	55
Viewed TV Show (Video-on-Demand)/30 Days	20	2.8%	43
Used Internet to Download Movie/30 Days	27	3.8%	61
Downloaded Individual Song/6 Mo	131	18.5%	95
Used Internet to Watch Movie/30 Days	259	36.5%	107
Used Internet to Watch TV Program/30 Days	124	17.5%	78
Played (Console) Video or Electronic Game/12 Mo	70	9.9%	78
Played (Portable) Video or Electronic Game/12 Mo	47	6.6%	96
Financial (Adults)			
Have 1st Home Mortgage	182	25.7%	70
Used ATM or Cash Machine/12 Mo	434	61.2%	100
Own Any Stock	59	8.3%	56
Own U.S. Savings Bonds	20	2.8%	38
Own Shares in Mutual Fund (Stocks)	30	4.2%	32
Own Shares in Mutual Fund (Bonds)	21	3.0%	36
Have Interest Checking Account	138	19.5%	50
Have Non-Interest Checking Account	268	37.8%	103
Have Savings Account	399	56.3%	77
Have 401(k) Retirement Savings Plan	106	15.0%	61
Own or Used Any Credit/Debit Card/12 Mo	638	90.0%	97
Avg \$1-110 Monthly Credit Card Expenditures	91	12.8%	125
Avg \$111-225 Monthly Credit Card Expenditures	50	7.1%	102
Avg \$226-450 Monthly Credit Card Expenditures	50	7.1%	80
Avg \$451-700 Monthly Credit Card Expenditures	62	8.7%	94
Avg \$701-1000 Monthly Credit Card Expenditures	47	6.6%	85
Avg \$1001-2000 Monthly Credit Card Expenditures	52	7.3%	61
Avg \$2001+ Monthly Credit Card Expenditures	31	4.4%	35
Did Banking Online/12 Mo	305	43.0%	75
Did Banking by Mobile Device/12 Mo	292	41.2%	86

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Grocery (Adults)			
HH Used Bread/6 Mo	279	92.4%	98
HH Used Chicken (Fresh or Frozen)/6 Mo	234	77.5%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	47	15.6%	75
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	184	60.9%	104
HH Used Fresh Fruit or Vegetables/6 Mo	260	86.1%	97
HH Used Fresh Milk/6 Mo	261	86.4%	105
HH Used Organic Food/6 Mo	74	24.5%	96
Health (Adults)			
Exercise at Home 2+ Times/Wk	293	41.3%	85
Exercise at Club 2+ Times/Wk	63	8.9%	76
Visited Doctor/12 Mo	501	70.7%	89
Used Vitamins or Dietary Supplements/6 Mo	456	64.3%	97
Home (Households)			
HH Did Home Improvement/12 Mo	105	34.8%	96
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	77	25.5%	73
HH Purchased Low Ticket HH Furnishing/12 Mo	59	19.5%	87
HH Purchased Big Ticket HH Furnishing/12 Mo	66	21.9%	85
HH Bought Small Kitchen Appliance/12 Mo	75	24.8%	99
HH Bought Large Kitchen Appliance/12 Mo	41	13.6%	85
Insurance (Adults/Households)			
Currently Carry Life Insurance	270	38.1%	74
Personally Carry Any Med/Hosp/Accident Insur	473	66.7%	78
Homeowner Carries Home/Personal Property Insurance	319	45.0%	74
Renter Carries Home/Pers Property Insurance	70	9.9%	77
HH Has 1 Vehicle Covered w/Auto Insurance	96	31.8%	99
HH Has 2 Vehicles Covered w/Auto Insurance	88	29.1%	92
HH Has 3+ Vehicles Covered w/Auto Insurance	82	27.2%	105
Pets (Households)			
HH Owns Any Pet	145	48.0%	95
HH Owns Cat	58	19.2%	82
HH Owns Dog	127	42.1%	109
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	162	22.8%	134
Buying American Is Important: 4-Agr Cmpl	202	28.5%	98
Buy Based on Quality Not Price: 4-Agr Cmpl	95	13.4%	92
Buy on Credit Rather Than Wait: 4-Agr Cmpl	122	17.2%	138
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	90	12.7%	125
Will Pay More for Env Safe Prods: 4-Agr Cmpl	92	13.0%	115
Buy Based on Price Not Brands: 4-Agr Cmpl	229	32.3%	121
Reading (Adults)			
Bought Digital Book/12 Mo	106	15.0%	82
Bought Hardcover Book/12 Mo	182	25.7%	95
Bought Paperback Book/12 Mo	221	31.2%	91
Read Daily Newspaper (Paper Version)	78	11.0%	102
Read Digital Newspaper/30 Days	399	56.3%	96
Read Magazine (Paper/Electronic Vers)/6 Mo	611	86.2%	99

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	511	72.1%	101
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	172	24.3%	104
Went to Fast Food/Drive-In Restaurant/6 Mo	656	92.5%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	321	45.3%	114
Ordered Eat-In Fast Food/6 Mo	247	34.8%	121
Ordered Home Delivery Fast Food/6 Mo	127	17.9%	139
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	355	50.1%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	96	13.5%	60
Television & Electronics (Adults/Households)			
Own Tablet	335	47.2%	82
Own E-Reader	69	9.7%	62
Own E-Reader/Tablet: Apple iPad	183	25.8%	71
HH Owns Internet Connectable TV	111	36.8%	90
Own Portable MP3 Player	51	7.2%	80
HH Owns 1 TV	46	15.2%	82
HH Owns 2 TVs	80	26.5%	95
HH Owns 3 TVs	87	28.8%	129
HH Owns 4+ TVs	46	15.2%	69
HH Subscribes to Cable TV	71	23.5%	76
HH Subscribes to Fiber Optic TV	8	2.6%	52
HH Owns Portable GPS Device	34	11.3%	61
HH Purchased Video Game System/12 Mo	26	8.6%	110
HH Owns Internet Video Device for TV	131	43.4%	82
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	327	46.1%	79
Took 3+ Domestic Non-Business Trips/12 Mo	62	8.7%	54
Spent \$1-999 on Domestic Vacations/12 Mo	78	11.0%	90
Spent \$1K-1499 on Domestic Vacations/12 Mo	36	5.1%	74
Spent \$1500-1999 on Domestic Vacations/12 Mo	13	1.8%	41
Spent \$2K-2999 on Domestic Vacations/12 Mo	23	3.2%	62
Spent \$3K+ on Domestic Vacations/12 Mo	35	4.9%	51
Used Intrnt Travel Site for Domestic Trip/12 Mo	40	5.6%	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	224	31.6%	105
Took 3+ Foreign Trips by Plane/3 Yrs	35	4.9%	91
Spent \$1-999 on Foreign Vacations/12 Mo	30	4.2%	76
Spent \$1K-2999 on Foreign Vacations/12 Mo	32	4.5%	135
Spent \$3K+ on Foreign Vacations/12 Mo	31	4.4%	73
Used General Travel Site: Foreign Trip/3 Yrs	31	4.4%	78
Spent Night at Hotel or Motel/12 Mo	310	43.7%	86
Took Cruise of More Than One Day/3 Yrs	39	5.5%	65
Member of Frequent Flyer Program	90	12.7%	46
Member of Hotel Rewards Program	128	18.1%	62

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