Demographic Summary	2022	2027
Population	3,367	3,318
Population 18+	2,251	2,239
Households	852	846
Median Household Income	$41,648	$46,874

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,224	54.4%	99
Bought any women's clothing in last 12 months	1,063	47.2%	97
Bought any shoes in last 12 months	1,591	70.7%	98
Bought any fine jewelry in last 12 months	409	18.2%	95
Bought a watch in last 12 months	418	18.6%	130
Automobiles (Households)			
HH owns/leases any vehicle	709	83.2%	93
HH bought/leased new vehicle last 12 months	63	7.4%	77
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,832	81.4%	92
Bought/changed motor oil in last 12 months	1,033	45.9%	96
Had tune-up in last 12 months	436	19.4%	79
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	1,157	51.4%	131
Drank beer/ale in last 6 months	883	39.2%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	77	3.4%	35
Own digital SLR camera/camcorder	107	4.8%	49
Printed digital photos in last 12 months	532	23.6%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	771	34.3%	105
Have a smartphone	2,050	91.1%	99
Have a smartphone: Android phone (any brand)	1,109	49.3%	124
Have a smartphone: Apple iPhone	978	43.4%	82
Number of cell phones in household: 1	185	21.7%	71
Number of cell phones in household: 2	281	33.0%	86
Number of cell phones in household: 3+	365	42.8%	147
HH has cell phone only (no landline telephone)	612	71.8%	107
Computers (Households)			
HH owns a computer	629	73.8%	91
HH owns desktop computer	264	31.0%	82
HH owns laptop/notebook	513	60.2%	92
HH owns any Apple/Mac brand computer	166	19.5%	87
HH owns any PC/non-Apple brand computer	507	59.5%	89
HH purchased most recent computer in a store	241	28.3%	76
HH purchased most recent computer online	133	15.6%	69
HH spent $1-$499 on most recent home computer	104	12.2%	79
HH spent $500-$999 on most recent home computer	85	10.0%	53
HH spent $1,000-$1,499 on most recent home computer	84	9.9%	82
HH spent $1,500-$1,999 on most recent home computer	15	1.8%	34
HH spent $2,000+ on most recent home computer	44	5.2%	109

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 2022 and 2027.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,444	64.1%	102
Bought brewed coffee at convenience store in last 30 days	265	11.8%	95
Bought cigarettes at convenience store in last 30 days	106	4.7%	66
Bought gas at convenience store in last 30 days	799	35.5%	94
Spent at convenience store in last 30 days: $1-19	98	4.4%	57
Spent at convenience store in last 30 days: $20-$39	222	9.9%	96
Spent at convenience store in last 30 days: $40-$50	165	7.3%	86
Spent at convenience store in last 30 days: $51-$99	129	5.7%	95
Spent at convenience store in last 30 days: $100+	486	21.6%	106
Entertainment (Adults)			
Attended a movie in last 6 months	1,010	44.9%	94
Went to live theater in last 12 months	102	4.5%	45
Went to a bar/night club in last 12 months	267	11.9%	70
Dined out in last 12 months	817	36.3%	72
Gambled at a casino in last 12 months	200	8.9%	78
Visited a theme park in last 12 months	389	17.3%	120
Viewed movie (video-on-demand) in last 30 days	113	5.0%	39
Viewed TV show (video-on-demand) in last 30 days	60	2.7%	31
Watched any pay-per-view TV in last 12 months	112	5.0%	77
Downloaded a movie over the Internet in last 30 days	94	4.2%	55
Downloaded any individual song in last 6 months	379	16.8%	86
Used internet to watch a movie online in the last 30 days	876	38.9%	114
Used internet to watch a TV program online in last 30 days	365	16.2%	74
Played a video/electronic game (console) in last 12 months	302	13.4%	114
Played a video/electronic game (portable) in last 12 months	165	7.3%	123
Financial (Adults)			
Have home mortgage (1st)	500	22.2%	62
Used ATM/cash machine in last 12 months	1,269	56.4%	94
Own any stock	57	2.5%	21
Own U.S. savings bond	42	1.9%	30
Own shares in mutual fund (stock)	42	1.9%	17
Own shares in mutual fund (bonds)	30	1.3%	19
Have interest checking account	325	14.4%	41
Have non-interest checking account	819	36.4%	103
Have savings account	1,168	51.9%	76
Have 401K retirement savings plan	282	12.5%	57
Own/used any credit/debit card in last 12 months	1,805	80.2%	90
Avg monthly credit card expenditures: $1-110	263	11.7%	98
Avg monthly credit card expenditures: $111-$225	207	9.2%	116
Avg monthly credit card expenditures: $226-$450	185	8.2%	93
Avg monthly credit card expenditures: $451-$700	209	9.3%	116
Avg monthly credit card expenditures: $701-$1,000	81	3.6%	48
Avg monthly credit card expenditures: $1001-2000	82	3.6%	37
Avg monthly credit card expenditures: $2001+	62	2.8%	31
Did banking online in last 12 months	850	37.8%	71
Did banking on mobile device in last 12 months	759	33.7%	81

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	825	96.8%	102
HH used chicken (fresh or frozen) in last 6 months	619	72.7%	106
HH used turkey (fresh or frozen) in last 6 months	65	7.6%	53
HH used fish/seafood (fresh or frozen) in last 6 months	614	72.1%	124
HH used fresh fruit/vegetables in last 6 months	747	87.7%	100
HH used fresh milk in last 6 months	757	88.8%	107
HH used organic food in last 6 months	204	23.9%	96
Health (Adults)			
Exercise at home 2+ times per week	839	37.3%	92
Exercise at club 2+ times per week	206	9.2%	67
Visited a doctor in last 12 months	1,505	66.9%	84
Used vitamin/dietary supplement in last 6 months	1,365	60.6%	100
Home (Households)			
HH did any home improvement in last 12 months	237	27.8%	81
HH used any maid/professional cleaning service in last 12 months	100	11.7%	57
HH purchased low ticket HH furnishings in last 12 months	119	14.0%	65
HH purchased big ticket HH furnishings in last 12 months	230	27.0%	103
HH bought any small kitchen appliance in last 12 months	220	25.8%	101
HH bought any large kitchen appliance in last 12 months	110	12.9%	83
Insurance (Adults/Households)			
Currently carry life insurance	674	29.9%	62
Carry medical/hospital/accident insurance	1,386	61.6%	76
Carry homeowner/personal property insurance	805	35.8%	63
Carry renter's insurance	196	8.7%	82
HH has auto insurance: 1 vehicle in household covered	251	29.5%	100
HH has auto insurance: 2 vehicles in household covered	272	31.9%	103
HH has auto insurance: 3+ vehicles in household covered	169	19.8%	80
Pets (Households)			
Household owns any pet	388	45.5%	87
Household owns any cat	124	14.6%	63
Household owns any dog	313	36.7%	93
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	609	27.1%	76
Buy based on quality not price	415	18.4%	107
Buy on credit rather than wait	341	15.1%	115
Only use coupons brands: usually buy	271	12.0%	88
Will pay more for environmentally safe products	375	16.7%	122
Buy based on price not brands	593	26.3%	92
Am interested in how to help the environment	597	26.5%	130
Reading (Adults)			
Bought digital book in last 12 months	161	7.2%	41
Bought hardcover book in last 12 months	294	13.1%	54
Bought paperback book in last 12 month	439	19.5%	62
Read any daily newspaper (paper version)	300	13.3%	86
Read any digital newspaper in last 30 days	830	36.9%	74
Read any magazine (paper/electronic version) in last 6 months	1,786	79.3%	90

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,346	59.8%	89
Went to family restaurant/steak house: 4+ times a month	344	15.3%	74
Went to fast food/drive-in restaurant in last 6 months	1,954	86.8%	96
Went to fast food/drive-in restaurant 9+ times/month	962	42.7%	113
Fast food restaurant last 6 months: eat in	515	22.9%	101
Fast food restaurant last 6 months: home delivery	262	11.6%	100
Fast food restaurant last 6 months: take-out/drive-thru	1,104	49.0%	88
Fast food restaurant last 6 months: take-out/walk-in	406	18.0%	85
Television & Electronics (Adults/Households)			
Own any tablet	1,121	49.8%	89
Own any e-reader	153	6.8%	56
Own e-reader/tablet: iPad	656	29.1%	84
HH has Internet connectable TV	275	32.3%	76
Own any portable MP3 player	200	8.9%	65
HH owns 1 TV	178	20.9%	106
HH owns 2 TVs	177	20.8%	76
HH owns 3 TVs	186	21.8%	99
HH owns 4+ TVs	161	18.9%	91
HH subscribes to cable TV	252	29.6%	80
HH subscribes to fiber optic	36	4.2%	78
HH owns portable GPS navigation device	103	12.1%	59
HH purchased video game system in last 12 months	76	8.9%	115
HH owns any Internet video device for TV	322	37.8%	83
Travel (Adults)			
Took domestic trip in continental US last 12 months	770	34.2%	64
Took 3+ domestic non-business trips in last 12 months	165	7.3%	58
Spent on domestic vacations in last 12 months: $1-999	151	6.7%	54
Spent on domestic vacations in last 12 months: $1,000-$1,499	135	6.0%	96
Spent on domestic vacations in last 12 months: $1,500-$1,999	72	3.2%	85
Spent on domestic vacations in last 12 months: $2,000-$2,999	54	2.4%	64
Spent on domestic vacations in last 12 months: $3,000+	108	4.8%	75
Domestic travel in last 12 months: used general travel website	103	4.6%	77
Took foreign trip (including Alaska and Hawaii) in last 3 years	798	35.5%	107
Took 3+ foreign trips by plane in last 3 years	142	6.3%	80
Spent on foreign vacations in last 12 months: $1-999	124	5.5%	76
Spent on foreign vacations in last 12 months: $1,000-$2,999	190	8.4%	219
Spent on foreign vacations in last 12 months: $3,000+	112	5.0%	83
Foreign travel in last 3 years: used general travel website	78	3.5%	53
Nights spent in hotel/motel in last 12 months: any	599	26.6%	59
Took cruise of more than one day in last 3 years	139	6.2%	57
Member of any frequent flyer program	293	13.0%	53
Member of any hotel rewards program	390	17.3%	67

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