



Demographic Summary		2023	2028
Population		126	125
Population 18+		105	104
Households		37	37
Median Household Income		\$53,760	\$60,814

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	70	66.7%	109
Bought Women`s Clothing/12 Mo	56	53.3%	103
Bought Shoes/12 Mo	81	77.1%	104
Bought Fine Jewelry/12 Mo	19	18.1%	88
Bought Watch/12 Mo	17	16.2%	117
Automobiles (Households)			
HH Owns or Leases Any Vehicle	36	97.3%	106
HH Bought or Leased New Vehicle/12 Mo	4	10.8%	107
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	99	94.3%	104
Bought or Changed Motor Oil/12 Mo	59	56.2%	109
Had Vehicle Tune-Up/12 Mo	27	25.7%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	36	34.3%	93
Drank Beer or Ale/6 Mo	41	39.0%	98
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	15	14.3%	130
Own Digital SLR Camera or Camcorder	10	9.5%	88
Printed Digital Photos/12 Mo	31	29.5%	109
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	37	35.2%	101
Have a Smartphone	100	95.2%	102
Have Android Phone (Any Brand) Smartphone	48	45.7%	118
Have Apple iPhone Smartphone	52	49.5%	88
HH Owns 1 Cell Phone	11	29.7%	98
HH Owns 2 Cell Phones	18	48.6%	124
HH Owns 3+ Cell Phones	8	21.6%	75
HH Has Cell Phone Only (No Landline Telephone)	25	67.6%	99
Computers (Households)			
HH Owns Computer	33	89.2%	104
HH Owns Desktop Computer	17	45.9%	115
HH Owns Laptop or Notebook	27	73.0%	104
HH Owns Apple/Mac Brand Computer	7	18.9%	78
HH Owns PC/Non-Apple Brand Computer	29	78.4%	110
HH Purchased Most Recent Home Computer at Store	15	40.5%	104
HH Purchased Most Recent Home Computer Online	11	29.7%	108
HH Spent \$1-499 on Most Recent Home Computer	7	18.9%	120
HH Spent \$500-999 on Most Recent Home Computer	9	24.3%	120
HH Spent \$1K-1499 on Most Recent Home Computer	5	13.5%	112
HH Spent \$1500-1999 on Most Recent Home Computer	1	2.7%	59
HH Spent \$2K+ on Most Recent Home Computer	2	5.4%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	70	66.7%	104
Bought Brewed Coffee at C-Store/30 Days	15	14.3%	119
Bought Cigarettes at C-Store/30 Days	4	3.8%	62
Bought Gas at C-Store/30 Days	47	44.8%	114
Spent \$1-19 at C-Store/30 Days	8	7.6%	103
Spent \$20-39 at C-Store/30 Days	11	10.5%	106
Spent \$40-50 at C-Store/30 Days	8	7.6%	98
Spent \$51-99 at C-Store/30 Days	5	4.8%	78
Spent \$100+ at C-Store/30 Days	26	24.8%	119
Entertainment (Adults)			
Attended Movie/6 Mo	35	33.3%	90
Went to Live Theater/12 Mo	5	4.8%	70
Went to Bar or Night Club/12 Mo	13	12.4%	76
Dined Out/12 Mo	57	54.3%	104
Gambled at Casino/12 Mo	11	10.5%	98
Visited Theme Park/12 Mo	9	8.6%	74
Viewed Movie (Video-on-Demand)/30 Days	13	12.4%	112
Viewed TV Show (Video-on-Demand)/30 Days	9	8.6%	113
Used Internet to Download Movie/30 Days	5	4.8%	79
Downloaded Individual Song/6 Mo	19	18.1%	90
Used Internet to Watch Movie/30 Days	28	26.7%	78
Used Internet to Watch TV Program/30 Days	18	17.1%	77
Played (Console) Video or Electronic Game/12 Mo	9	8.6%	67
Played (Portable) Video or Electronic Game/12 Mo	5	4.8%	72
Financial (Adults)			
Have 1st Home Mortgage	41	39.0%	103
Used ATM or Cash Machine/12 Mo	61	58.1%	92
Own Any Stock	17	16.2%	108
Own U.S. Savings Bonds	9	8.6%	121
Own Shares in Mutual Fund (Stocks)	18	17.1%	125
Own Shares in Mutual Fund (Bonds)	12	11.4%	133
Have Interest Checking Account	52	49.5%	126
Have Non-Interest Checking Account	38	36.2%	95
Have Savings Account	80	76.2%	103
Have 401(k) Retirement Savings Plan	17	16.2%	66
Own or Used Any Credit/Debit Card/12 Mo	97	92.4%	100
Avg \$1-110 Monthly Credit Card Expenditures	13	12.4%	108
Avg \$111-225 Monthly Credit Card Expenditures	6	5.7%	75
Avg \$226-450 Monthly Credit Card Expenditures	11	10.5%	113
Avg \$451-700 Monthly Credit Card Expenditures	6	5.7%	62
Avg \$701-1000 Monthly Credit Card Expenditures	8	7.6%	93
Avg \$1001-2000 Monthly Credit Card Expenditures	14	13.3%	114
Avg \$2001+ Monthly Credit Card Expenditures	15	14.3%	129
Did Banking Online/12 Mo	62	59.0%	101
Did Banking by Mobile Device/12 Mo	47	44.8%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	34	91.9%	97
HH Used Chicken (Fresh or Frozen)/6 Mo	26	70.3%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	7	18.9%	128
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	22	59.5%	99
HH Used Fresh Fruit or Vegetables/6 Mo	32	86.5%	98
HH Used Fresh Milk/6 Mo	32	86.5%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	22	59.5%	84
Health (Adults)			
Exercise at Home 2+ Times/Wk	51	48.6%	99
Exercise at Club 2+ Times/Wk	9	8.6%	73
Visited Doctor/12 Mo	86	81.9%	102
Used Vitamins or Dietary Supplements/6 Mo	72	68.6%	104
Home (Households)			
HH Did Home Improvement/12 Mo	17	45.9%	117
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	11	29.7%	98
HH Purchased Low Ticket HH Furnishing/12 Mo	10	27.0%	110
HH Purchased Big Ticket HH Furnishing/12 Mo	11	29.7%	104
HH Bought Small Kitchen Appliance/12 Mo	9	24.3%	93
HH Bought Large Kitchen Appliance/12 Mo	6	16.2%	100
Insurance (Adults/Households)			
Currently Carry Life Insurance	56	53.3%	104
Personally Carry Any Med/Hosp/Accident Insur	91	86.7%	102
Homeowner Carries Home/Personal Property Insurance	82	78.1%	127
Renter Carries Home/Pers Property Insurance	8	7.6%	64
HH Has 1 Vehicle Covered w/Auto Insurance	8	21.6%	71
HH Has 2 Vehicles Covered w/Auto Insurance	12	32.4%	99
HH Has 3+ Vehicles Covered w/Auto Insurance	15	40.5%	153
Pets (Households)			
HH Owns Cat	10	27.0%	117
HH Owns Dog	18	48.6%	123
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	16	15.2%	82
Buying American Is Important: 4-Agr Cmpl	50	47.6%	148
Buy Based on Quality Not Price: 4-Agr Cmpl	18	17.1%	114
Buy on Credit Rather Than Wait: 4-Agr Cmpl	13	12.4%	97
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	10	9.5%	86
Will Pay More for Env Safe Prods: 4-Agr Cmpl	9	8.6%	70
Buy Based on Price Not Brands: 4-Agr Cmpl	28	26.7%	98
Am Interested in How to Help Env: 4-Agr Cmpl	16	15.2%	82
Reading (Adults)			
Bought Digital Book/12 Mo	21	20.0%	106
Bought Hardcover Book/12 Mo	30	28.6%	105
Bought Paperback Book/12 Mo	36	34.3%	101
Read Daily Newspaper (Paper Version)	16	15.2%	99
Read Digital Newspaper/30 Days	47	44.8%	88
Read Magazine (Paper/Electronic Vers)/6 Mo	93	88.6%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	68	64.8%	98
Went to Family Restrn/SteakHse 4+ Times/30 Days	22	21.0%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	97	92.4%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	35	33.3%	86
Ordered Eat-In Fast Food/6 Mo	23	21.9%	107
Ordered Home Delivery Fast Food/6 Mo	7	6.7%	50
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	68	64.8%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	21	20.0%	90
Television & Electronics (Adults/Households)			
Own Tablet	63	60.0%	102
Own E-Reader	16	15.2%	106
Own E-Reader/Tablet: Apple iPad	36	34.3%	92
HH Owns Internet Connectable TV	18	48.6%	113
Own Portable MP3 Player	11	10.5%	94
HH Owns 1 TV	7	18.9%	104
HH Owns 2 TVs	9	24.3%	86
HH Owns 3 TVs	9	24.3%	106
HH Owns 4+ TVs	11	29.7%	132
HH Subscribes to Cable TV	11	29.7%	88
HH Subscribes to Fiber Optic TV	1	2.7%	51
HH Owns Portable GPS Device	11	29.7%	143
HH Purchased Video Game System/12 Mo	2	5.4%	67
HH Owns Internet Video Device for TV	19	51.4%	98
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	58	55.2%	103
Took 3+ Domestic Non-Business Trips/12 Mo	20	19.0%	137
Spent \$1-999 on Domestic Vacations/12 Mo	11	10.5%	77
Spent \$1K-1499 on Domestic Vacations/12 Mo	9	8.6%	135
Spent \$1500-1999 on Domestic Vacations/12 Mo	4	3.8%	100
Spent \$2K-2999 on Domestic Vacations/12 Mo	4	3.8%	96
Spent \$3K+ on Domestic Vacations/12 Mo	11	10.5%	158
Used Intrnt Travel Site for Domestic Trip/12 Mo	4	3.8%	68
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	32	30.5%	92
Took 3+ Foreign Trips by Plane/3 Yrs	5	4.8%	65
Spent \$1-999 on Foreign Vacations/12 Mo	7	6.7%	86
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	2	1.9%	62
Spent \$3K+ on Foreign Vacations/12 Mo	5	4.8%	112
Used General Travel Site: Foreign Trip/3 Yrs	4	3.8%	60
Spent Night at Hotel or Motel/12 Mo	47	44.8%	99
Took Cruise of More Than One Day/3 Yrs	12	11.4%	113
Member of Frequent Flyer Program	27	25.7%	93
Member of Hotel Rewards Program	35	33.3%	116

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