

Demographic Summary		2024	2029
Population		6,690	6,524
Population 18+		4,792	4,803
Households		2,025	2,027
Median Household Income		\$36,129	\$42,266

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	2,784	58.1%	92
Bought Women`s Clothing/12 Mo	2,429	50.7%	97
Bought Shoes/12 Mo	3,456	72.1%	96
Bought Fine Jewelry/12 Mo	1,064	22.2%	102
Bought Watch/12 Mo	620	12.9%	98
Automobiles (Households)			
HH Owns or Leases Any Vehicle	1,726	85.2%	94
HH Bought or Leased New Vehicle/12 Mo	141	7.0%	75
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	4,185	87.3%	97
Bought or Changed Motor Oil/12 Mo	2,651	55.3%	103
Had Vehicle Tune-Up/12 Mo	1,043	21.8%	91
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,318	48.4%	129
Drank Beer or Ale/6 Mo	1,469	30.7%	80
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	309	6.4%	66
Own Digital SLR Camera or Camcorder	292	6.1%	59
Printed Digital Photos/12 Mo	935	19.5%	75
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	1,988	41.5%	115
Have a Smartphone	4,480	93.5%	99
Have Android Phone (Any Brand) Smartphone	2,399	50.1%	130
Have Apple iPhone Smartphone	2,152	44.9%	78
HH Owns 1 Cell Phone	697	34.4%	115
HH Owns 2 Cell Phones	741	36.6%	93
HH Owns 3+ Cell Phones	537	26.5%	93
HH Has Cell Phone Only (No Landline Telephone)	1,466	72.4%	100
Computers (Households)			
HH Owns Computer	1,451	71.7%	85
HH Owns Desktop Computer	662	32.7%	84
HH Owns Laptop or Notebook	1,158	57.2%	82
HH Owns Apple/Mac Brand Computer	264	13.0%	53
HH Owns PC/Non-Apple Brand Computer	1,303	64.3%	92
HH Purchased Most Recent Home Computer at Store	621	30.7%	82
HH Purchased Most Recent Home Computer Online	431	21.3%	78
HH Spent \$1-499 on Most Recent Home Computer	332	16.4%	119
HH Spent \$500-999 on Most Recent Home Computer	278	13.7%	72
HH Spent \$1K-1499 on Most Recent Home Computer	174	8.6%	76
HH Spent \$1500-1999 on Most Recent Home Computer	45	2.2%	55
HH Spent \$2K+ on Most Recent Home Computer	68	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	3,437	71.7%	110
Bought Brewed Coffee at C-Store/30 Days	611	12.8%	102
Bought Cigarettes at C-Store/30 Days	644	13.4%	221
Bought Gas at C-Store/30 Days	2,320	48.4%	121
Spent \$1-19 at C-Store/30 Days	245	5.1%	75
Spent \$20-39 at C-Store/30 Days	390	8.1%	97
Spent \$40-50 at C-Store/30 Days	288	6.0%	90
Spent \$51-99 at C-Store/30 Days	317	6.6%	117
Spent \$100+ at C-Store/30 Days	1,567	32.7%	139
Entertainment (Adults)			
Attended Movie/6 Mo	1,768	36.9%	84
Went to Live Theater/12 Mo	219	4.6%	52
Went to Bar or Night Club/12 Mo	656	13.7%	77
Dined Out/12 Mo	2,199	45.9%	82
Gambled at Casino/12 Mo	493	10.3%	86
Visited Theme Park/12 Mo	600	12.5%	80
Viewed Movie (Video-on-Demand)/30 Days	319	6.7%	71
Viewed TV Show (Video-on-Demand)/30 Days	196	4.1%	62
Used Internet to Download Movie/30 Days	225	4.7%	75
Downloaded Individual Song/6 Mo	881	18.4%	94
Used Internet to Watch Movie/30 Days	1,487	31.0%	91
Used Internet to Watch TV Program/30 Days	887	18.5%	82
Played (Console) Video or Electronic Game/12 Mo	641	13.4%	106
Played (Portable) Video or Electronic Game/12 Mo	336	7.0%	102
Financial (Adults)			
Have 1st Home Mortgage	1,366	28.5%	78
Used ATM or Cash Machine/12 Mo	2,899	60.5%	98
Own Any Stock	351	7.3%	49
Own U.S. Savings Bonds	207	4.3%	59
Own Shares in Mutual Fund (Stocks)	296	6.2%	46
Own Shares in Mutual Fund (Bonds)	194	4.0%	49
Have Interest Checking Account	1,424	29.7%	76
Have Non-Interest Checking Account	1,827	38.1%	103
Have Savings Account	3,020	63.0%	87
Have 401(k) Retirement Savings Plan	802	16.7%	68
Own or Used Any Credit/Debit Card/12 Mo	4,182	87.3%	94
Avg \$1-110 Monthly Credit Card Expenditures	654	13.6%	133
Avg \$111-225 Monthly Credit Card Expenditures	366	7.6%	111
Avg \$226-450 Monthly Credit Card Expenditures	418	8.7%	99
Avg \$451-700 Monthly Credit Card Expenditures	315	6.6%	71
Avg \$701-1000 Monthly Credit Card Expenditures	229	4.8%	61
Avg \$1001-2000 Monthly Credit Card Expenditures	336	7.0%	58
Avg \$2001+ Monthly Credit Card Expenditures	252	5.3%	42
Did Banking Online/12 Mo	2,316	48.3%	85
Did Banking by Mobile Device/12 Mo	2,040	42.6%	89

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/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	1,915	94.6%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	1,526	75.4%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	390	19.3%	93
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,100	54.3%	92
HH Used Fresh Fruit or Vegetables/6 Mo	1,745	86.2%	97
HH Used Fresh Milk/6 Mo	1,689	83.4%	102
HH Used Organic Food/6 Mo	370	18.3%	72
Health (Adults)			
Exercise at Home 2+ Times/Wk	1,844	38.5%	79
Exercise at Club 2+ Times/Wk	400	8.3%	71
Visited Doctor/12 Mo	3,583	74.8%	94
Used Vitamins or Dietary Supplements/6 Mo	2,846	59.4%	90
Home (Households)			
HH Did Home Improvement/12 Mo	604	29.8%	82
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	479	23.7%	68
HH Purchased Low Ticket HH Furnishing/12 Mo	398	19.7%	87
HH Purchased Big Ticket HH Furnishing/12 Mo	457	22.6%	87
HH Bought Small Kitchen Appliance/12 Mo	485	24.0%	96
HH Bought Large Kitchen Appliance/12 Mo	289	14.3%	89
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,354	49.1%	96
Personally Carry Any Med/Hosp/Accident Insur	3,782	78.9%	93
Homeowner Carries Home/Personal Property Insurance	2,400	50.1%	83
Renter Carries Home/Pers Property Insurance	586	12.2%	95
HH Has 1 Vehicle Covered w/Auto Insurance	732	36.1%	113
HH Has 2 Vehicles Covered w/Auto Insurance	525	25.9%	82
HH Has 3+ Vehicles Covered w/Auto Insurance	435	21.5%	83
Pets (Households)			
HH Owns Any Pet	1,069	52.8%	104
HH Owns Cat	582	28.7%	122
HH Owns Dog	821	40.5%	105
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	770	16.1%	94
Buying American Is Important: 4-Agr Cmpl	1,685	35.2%	121
Buy Based on Quality Not Price: 4-Agr Cmpl	636	13.3%	92
Buy on Credit Rather Than Wait: 4-Agr Cmpl	629	13.1%	106
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	499	10.4%	102
Will Pay More for Env Safe Prods: 4-Agr Cmpl	488	10.2%	90
Buy Based on Price Not Brands: 4-Agr Cmpl	1,425	29.7%	112
Reading (Adults)			
Bought Digital Book/12 Mo	665	13.9%	76
Bought Hardcover Book/12 Mo	1,059	22.1%	82
Bought Paperback Book/12 Mo	1,416	29.5%	86
Read Daily Newspaper (Paper Version)	524	10.9%	101
Read Digital Newspaper/30 Days	2,590	54.0%	92
Read Magazine (Paper/Electronic Vers)/6 Mo	4,018	83.8%	96

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
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	3,308	69.0%	97
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	1,170	24.4%	105
Went to Fast Food/Drive-In Restaurant/6 Mo	4,320	90.2%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,102	43.9%	111
Ordered Eat-In Fast Food/6 Mo	1,299	27.1%	94
Ordered Home Delivery Fast Food/6 Mo	615	12.8%	99
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,607	54.4%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	914	19.1%	84
Television & Electronics (Adults/Households)			
Own Tablet	2,538	53.0%	92
Own E-Reader	496	10.4%	65
Own E-Reader/Tablet: Apple iPad	1,178	24.6%	67
HH Owns Internet Connectable TV	731	36.1%	88
Own Portable MP3 Player	371	7.7%	86
HH Owns 1 TV	336	16.6%	90
HH Owns 2 TVs	553	27.3%	98
HH Owns 3 TVs	466	23.0%	103
HH Owns 4+ TVs	430	21.2%	96
HH Subscribes to Cable TV	528	26.1%	85
HH Subscribes to Fiber Optic TV	42	2.1%	41
HH Owns Portable GPS Device	322	15.9%	86
HH Purchased Video Game System/12 Mo	140	6.9%	89
HH Owns Internet Video Device for TV	981	48.4%	92
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	2,085	43.5%	74
Took 3+ Domestic Non-Business Trips/12 Mo	527	11.0%	67
Spent \$1-999 on Domestic Vacations/12 Mo	532	11.1%	91
Spent \$1K-1499 on Domestic Vacations/12 Mo	226	4.7%	69
Spent \$1500-1999 on Domestic Vacations/12 Mo	96	2.0%	45
Spent \$2K-2999 on Domestic Vacations/12 Mo	166	3.5%	66
Spent \$3K+ on Domestic Vacations/12 Mo	211	4.4%	46
Used Intrnt Travel Site for Domestic Trip/12 Mo	191	4.0%	64
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	746	15.6%	52
Took 3+ Foreign Trips by Plane/3 Yrs	98	2.0%	38
Spent \$1-999 on Foreign Vacations/12 Mo	105	2.2%	39
Spent \$1K-2999 on Foreign Vacations/12 Mo	96	2.0%	60
Spent \$3K+ on Foreign Vacations/12 Mo	120	2.5%	42
Used General Travel Site: Foreign Trip/3 Yrs	146	3.0%	54
Spent Night at Hotel or Motel/12 Mo	1,953	40.8%	80
Took Cruise of More Than One Day/3 Yrs	282	5.9%	69
Member of Frequent Flyer Program	625	13.0%	47
Member of Hotel Rewards Program	990	20.7%	71

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.