

Demographic Summary		2024	2029
Population		967	1,063
Population 18+		727	801
Households		384	419
Median Household Income		\$40,423	\$42,255

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	430	59.1%	94
Bought Women`s Clothing/12 Mo	388	53.4%	102
Bought Shoes/12 Mo	529	72.8%	97
Bought Fine Jewelry/12 Mo	181	24.9%	114
Bought Watch/12 Mo	133	18.3%	138
Automobiles (Households)			
HH Owns or Leases Any Vehicle	331	86.2%	95
HH Bought or Leased New Vehicle/12 Mo	30	7.8%	84
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	639	87.9%	98
Bought or Changed Motor Oil/12 Mo	394	54.2%	101
Had Vehicle Tune-Up/12 Mo	173	23.8%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	281	38.7%	103
Drank Beer or Ale/6 Mo	240	33.0%	86
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	63	8.7%	89
Own Digital SLR Camera or Camcorder	43	5.9%	57
Printed Digital Photos/12 Mo	163	22.4%	86
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	260	35.8%	99
Have a Smartphone	665	91.5%	97
Have Android Phone (Any Brand) Smartphone	348	47.9%	124
Have Apple iPhone Smartphone	329	45.3%	79
HH Owns 1 Cell Phone	138	35.9%	120
HH Owns 2 Cell Phones	144	37.5%	95
HH Owns 3+ Cell Phones	94	24.5%	85
HH Has Cell Phone Only (No Landline Telephone)	278	72.4%	100
Computers (Households)			
HH Owns Computer	280	72.9%	87
HH Owns Desktop Computer	135	35.2%	91
HH Owns Laptop or Notebook	223	58.1%	84
HH Owns Apple/Mac Brand Computer	62	16.1%	65
HH Owns PC/Non-Apple Brand Computer	249	64.8%	92
HH Purchased Most Recent Home Computer at Store	109	28.4%	76
HH Purchased Most Recent Home Computer Online	100	26.0%	95
HH Spent \$1-499 on Most Recent Home Computer	59	15.4%	111
HH Spent \$500-999 on Most Recent Home Computer	56	14.6%	77
HH Spent \$1K-1499 on Most Recent Home Computer	40	10.4%	92
HH Spent \$1500-1999 on Most Recent Home Computer	13	3.4%	84
HH Spent \$2K+ on Most Recent Home Computer	18	4.7%	77

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	472	64.9%	100
Bought Brewed Coffee at C-Store/30 Days	81	11.1%	89
Bought Cigarettes at C-Store/30 Days	50	6.9%	113
Bought Gas at C-Store/30 Days	301	41.4%	103
Spent \$1-19 at C-Store/30 Days	49	6.7%	99
Spent \$20-39 at C-Store/30 Days	61	8.4%	101
Spent \$40-50 at C-Store/30 Days	35	4.8%	72
Spent \$51-99 at C-Store/30 Days	44	6.1%	107
Spent \$100+ at C-Store/30 Days	178	24.5%	104
Entertainment (Adults)			
Attended Movie/6 Mo	317	43.6%	99
Went to Live Theater/12 Mo	57	7.8%	90
Went to Bar or Night Club/12 Mo	100	13.8%	78
Dined Out/12 Mo	358	49.2%	88
Gambled at Casino/12 Mo	87	12.0%	101
Visited Theme Park/12 Mo	110	15.1%	96
Viewed Movie (Video-on-Demand)/30 Days	69	9.5%	101
Viewed TV Show (Video-on-Demand)/30 Days	44	6.1%	92
Used Internet to Download Movie/30 Days	41	5.6%	90
Downloaded Individual Song/6 Mo	128	17.6%	90
Used Internet to Watch Movie/30 Days	209	28.7%	84
Used Internet to Watch TV Program/30 Days	122	16.8%	75
Played (Console) Video or Electronic Game/12 Mo	70	9.6%	76
Played (Portable) Video or Electronic Game/12 Mo	36	5.0%	72
Financial (Adults)			
Have 1st Home Mortgage	174	23.9%	66
Used ATM or Cash Machine/12 Mo	433	59.6%	97
Own Any Stock	73	10.0%	67
Own U.S. Savings Bonds	43	5.9%	80
Own Shares in Mutual Fund (Stocks)	71	9.8%	73
Own Shares in Mutual Fund (Bonds)	40	5.5%	66
Have Interest Checking Account	234	32.2%	83
Have Non-Interest Checking Account	254	34.9%	95
Have Savings Account	437	60.1%	83
Have 401(k) Retirement Savings Plan	98	13.5%	55
Own or Used Any Credit/Debit Card/12 Mo	653	89.8%	97
Avg \$1-110 Monthly Credit Card Expenditures	83	11.4%	112
Avg \$111-225 Monthly Credit Card Expenditures	64	8.8%	128
Avg \$226-450 Monthly Credit Card Expenditures	59	8.1%	92
Avg \$451-700 Monthly Credit Card Expenditures	69	9.5%	102
Avg \$701-1000 Monthly Credit Card Expenditures	38	5.2%	67
Avg \$1001-2000 Monthly Credit Card Expenditures	80	11.0%	92
Avg \$2001+ Monthly Credit Card Expenditures	60	8.3%	66
Did Banking Online/12 Mo	356	49.0%	86
Did Banking by Mobile Device/12 Mo	303	41.7%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	362	94.3%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	286	74.5%	97
HH Used Turkey (Fresh or Frozen)/6 Mo	62	16.1%	78
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	217	56.5%	96
HH Used Fresh Fruit or Vegetables/6 Mo	329	85.7%	96
HH Used Fresh Milk/6 Mo	304	79.2%	96
HH Used Organic Food/6 Mo	81	21.1%	83
Health (Adults)			
Exercise at Home 2+ Times/Wk	301	41.4%	85
Exercise at Club 2+ Times/Wk	71	9.8%	83
Visited Doctor/12 Mo	567	78.0%	98
Used Vitamins or Dietary Supplements/6 Mo	493	67.8%	102
Home (Households)			
HH Did Home Improvement/12 Mo	118	30.7%	85
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	96	25.0%	71
HH Purchased Low Ticket HH Furnishing/12 Mo	87	22.7%	101
HH Purchased Big Ticket HH Furnishing/12 Mo	82	21.4%	83
HH Bought Small Kitchen Appliance/12 Mo	104	27.1%	108
HH Bought Large Kitchen Appliance/12 Mo	54	14.1%	88
Insurance (Adults/Households)			
Currently Carry Life Insurance	306	42.1%	82
Personally Carry Any Med/Hosp/Accident Insur	572	78.7%	92
Homeowner Carries Home/Personal Property Insurance	352	48.4%	80
Renter Carries Home/Pers Property Insurance	84	11.6%	90
HH Has 1 Vehicle Covered w/Auto Insurance	172	44.8%	140
HH Has 2 Vehicles Covered w/Auto Insurance	91	23.7%	75
HH Has 3+ Vehicles Covered w/Auto Insurance	74	19.3%	74
Pets (Households)			
HH Owns Any Pet	151	39.3%	78
HH Owns Cat	67	17.4%	74
HH Owns Dog	120	31.2%	81
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	133	18.3%	107
Buying American Is Important: 4-Agr Cmpl	224	30.8%	106
Buy Based on Quality Not Price: 4-Agr Cmpl	102	14.0%	97
Buy on Credit Rather Than Wait: 4-Agr Cmpl	111	15.3%	123
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	88	12.1%	119
Will Pay More for Env Safe Prods: 4-Agr Cmpl	76	10.5%	93
Buy Based on Price Not Brands: 4-Agr Cmpl	190	26.1%	98
Reading (Adults)			
Bought Digital Book/12 Mo	118	16.2%	89
Bought Hardcover Book/12 Mo	158	21.7%	81
Bought Paperback Book/12 Mo	215	29.6%	86
Read Daily Newspaper (Paper Version)	103	14.2%	131
Read Digital Newspaper/30 Days	408	56.1%	96
Read Magazine (Paper/Electronic Vers)/6 Mo	648	89.1%	102

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	495	68.1%	95
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	194	26.7%	115
Went to Fast Food/Drive-In Restaurant/6 Mo	659	90.6%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	288	39.6%	100
Ordered Eat-In Fast Food/6 Mo	210	28.9%	100
Ordered Home Delivery Fast Food/6 Mo	102	14.0%	109
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	343	47.2%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	127	17.5%	77
Television & Electronics (Adults/Households)			
Own Tablet	386	53.1%	93
Own E-Reader	98	13.5%	85
Own E-Reader/Tablet: Apple iPad	196	27.0%	74
HH Owns Internet Connectable TV	134	34.9%	85
Own Portable MP3 Player	55	7.6%	84
HH Owns 1 TV	65	16.9%	92
HH Owns 2 TVs	105	27.3%	98
HH Owns 3 TVs	90	23.4%	105
HH Owns 4+ TVs	76	19.8%	89
HH Subscribes to Cable TV	135	35.2%	114
HH Subscribes to Fiber Optic TV	11	2.9%	56
HH Owns Portable GPS Device	65	16.9%	91
HH Purchased Video Game System/12 Mo	19	4.9%	63
HH Owns Internet Video Device for TV	184	47.9%	91
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	329	45.3%	77
Took 3+ Domestic Non-Business Trips/12 Mo	89	12.2%	75
Spent \$1-999 on Domestic Vacations/12 Mo	62	8.5%	70
Spent \$1K-1499 on Domestic Vacations/12 Mo	30	4.1%	60
Spent \$1500-1999 on Domestic Vacations/12 Mo	30	4.1%	93
Spent \$2K-2999 on Domestic Vacations/12 Mo	35	4.8%	92
Spent \$3K+ on Domestic Vacations/12 Mo	45	6.2%	64
Used Intrnt Travel Site for Domestic Trip/12 Mo	41	5.6%	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	192	26.4%	87
Took 3+ Foreign Trips by Plane/3 Yrs	27	3.7%	68
Spent \$1-999 on Foreign Vacations/12 Mo	33	4.5%	81
Spent \$1K-2999 on Foreign Vacations/12 Mo	20	2.8%	83
Spent \$3K+ on Foreign Vacations/12 Mo	32	4.4%	74
Used General Travel Site: Foreign Trip/3 Yrs	37	5.1%	91
Spent Night at Hotel or Motel/12 Mo	295	40.6%	80
Took Cruise of More Than One Day/3 Yrs	64	8.8%	104
Member of Frequent Flyer Program	168	23.1%	83
Member of Hotel Rewards Program	175	24.1%	83

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