

Demographic Summary	2024	2029
Population	856	847
Population 18+	602	624
Households	330	330
Median Household Income	\$63,611	\$73,074

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	385	64.0%	102
Bought Women`s Clothing/12 Mo	321	53.3%	102
Bought Shoes/12 Mo	454	75.4%	100
Bought Fine Jewelry/12 Mo	141	23.4%	107
Bought Watch/12 Mo	82	13.6%	103
Automobiles (Households)			
HH Owns or Leases Any Vehicle	300	90.9%	100
HH Bought or Leased New Vehicle/12 Mo	26	7.9%	85
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	549	91.2%	102
Bought or Changed Motor Oil/12 Mo	356	59.1%	111
Had Vehicle Tune-Up/12 Mo	152	25.2%	105
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	256	42.5%	114
Drank Beer or Ale/6 Mo	188	31.2%	82
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	50	8.3%	85
Own Digital SLR Camera or Camcorder	47	7.8%	75
Printed Digital Photos/12 Mo	155	25.7%	99
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	255	42.4%	117
Have a Smartphone	573	95.2%	101
Have Android Phone (Any Brand) Smartphone	278	46.2%	120
Have Apple iPhone Smartphone	309	51.3%	89
HH Owns 1 Cell Phone	86	26.1%	87
HH Owns 2 Cell Phones	134	40.6%	103
HH Owns 3+ Cell Phones	102	30.9%	108
HH Has Cell Phone Only (No Landline Telephone)	252	76.4%	106
Computers (Households)			
HH Owns Computer	251	76.1%	91
HH Owns Desktop Computer	110	33.3%	86
HH Owns Laptop or Notebook	211	63.9%	92
HH Owns Apple/Mac Brand Computer	60	18.2%	73
HH Owns PC/Non-Apple Brand Computer	221	67.0%	96
HH Purchased Most Recent Home Computer at Store	116	35.2%	94
HH Purchased Most Recent Home Computer Online	75	22.7%	83
HH Spent \$1-499 on Most Recent Home Computer	56	17.0%	123
HH Spent \$500-999 on Most Recent Home Computer	49	14.8%	78
HH Spent \$1K-1499 on Most Recent Home Computer	26	7.9%	69
HH Spent \$1500-1999 on Most Recent Home Computer	8	2.4%	60
HH Spent \$2K+ on Most Recent Home Computer	11	3.3%	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	429	71.3%	109
Bought Brewed Coffee at C-Store/30 Days	82	13.6%	109
Bought Cigarettes at C-Store/30 Days	56	9.3%	153
Bought Gas at C-Store/30 Days	298	49.5%	124
Spent \$1-19 at C-Store/30 Days	40	6.6%	98
Spent \$20-39 at C-Store/30 Days	56	9.3%	111
Spent \$40-50 at C-Store/30 Days	31	5.1%	77
Spent \$51-99 at C-Store/30 Days	50	8.3%	147
Spent \$100+ at C-Store/30 Days	176	29.2%	124
Entertainment (Adults)			
Attended Movie/6 Mo	224	37.2%	84
Went to Live Theater/12 Mo	35	5.8%	67
Went to Bar or Night Club/12 Mo	76	12.6%	71
Dined Out/12 Mo	324	53.8%	96
Gambled at Casino/12 Mo	60	10.0%	84
Visited Theme Park/12 Mo	81	13.5%	86
Viewed Movie (Video-on-Demand)/30 Days	45	7.5%	79
Viewed TV Show (Video-on-Demand)/30 Days	29	4.8%	73
Used Internet to Download Movie/30 Days	32	5.3%	85
Downloaded Individual Song/6 Mo	114	18.9%	97
Used Internet to Watch Movie/30 Days	176	29.2%	86
Used Internet to Watch TV Program/30 Days	113	18.8%	84
Played (Console) Video or Electronic Game/12 Mo	69	11.5%	91
Played (Portable) Video or Electronic Game/12 Mo	36	6.0%	87
Financial (Adults)			
Have 1st Home Mortgage	202	33.6%	92
Used ATM or Cash Machine/12 Mo	349	58.0%	94
Own Any Stock	52	8.6%	58
Own U.S. Savings Bonds	34	5.6%	77
Own Shares in Mutual Fund (Stocks)	58	9.6%	72
Own Shares in Mutual Fund (Bonds)	24	4.0%	48
Have Interest Checking Account	221	36.7%	94
Have Non-Interest Checking Account	223	37.0%	100
Have Savings Account	401	66.6%	92
Have 401(k) Retirement Savings Plan	136	22.6%	92
Own or Used Any Credit/Debit Card/12 Mo	559	92.9%	100
Avg \$1-110 Monthly Credit Card Expenditures	64	10.6%	104
Avg \$111-225 Monthly Credit Card Expenditures	45	7.5%	108
Avg \$226-450 Monthly Credit Card Expenditures	72	12.0%	136
Avg \$451-700 Monthly Credit Card Expenditures	55	9.1%	98
Avg \$701-1000 Monthly Credit Card Expenditures	35	5.8%	74
Avg \$1001-2000 Monthly Credit Card Expenditures	57	9.5%	79
Avg \$2001+ Monthly Credit Card Expenditures	43	7.1%	57
Did Banking Online/12 Mo	308	51.2%	89
Did Banking by Mobile Device/12 Mo	278	46.2%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	317	96.1%	102
HH Used Chicken (Fresh or Frozen)/6 Mo	257	77.9%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	66	20.0%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	183	55.5%	94
HH Used Fresh Fruit or Vegetables/6 Mo	294	89.1%	100
HH Used Fresh Milk/6 Mo	285	86.4%	105
HH Used Organic Food/6 Mo	60	18.2%	71
Health (Adults)			
Exercise at Home 2+ Times/Wk	264	43.9%	90
Exercise at Club 2+ Times/Wk	60	10.0%	85
Visited Doctor/12 Mo	467	77.6%	97
Used Vitamins or Dietary Supplements/6 Mo	352	58.5%	88
Home (Households)			
HH Did Home Improvement/12 Mo	127	38.5%	106
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	90	27.3%	78
HH Purchased Low Ticket HH Furnishing/12 Mo	71	21.5%	96
HH Purchased Big Ticket HH Furnishing/12 Mo	77	23.3%	90
HH Bought Small Kitchen Appliance/12 Mo	82	24.8%	99
HH Bought Large Kitchen Appliance/12 Mo	62	18.8%	117
Insurance (Adults/Households)			
Currently Carry Life Insurance	310	51.5%	101
Personally Carry Any Med/Hosp/Accident Insur	522	86.7%	102
Homeowner Carries Home/Personal Property Insurance	366	60.8%	100
Renter Carries Home/Pers Property Insurance	74	12.3%	96
HH Has 1 Vehicle Covered w/Auto Insurance	99	30.0%	94
HH Has 2 Vehicles Covered w/Auto Insurance	97	29.4%	93
HH Has 3+ Vehicles Covered w/Auto Insurance	99	30.0%	116
Pets (Households)			
HH Owns Any Pet	194	58.8%	116
HH Owns Cat	100	30.3%	129
HH Owns Dog	153	46.4%	120
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	80	13.3%	78
Buying American Is Important: 4-Agr Cmpl	212	35.2%	121
Buy Based on Quality Not Price: 4-Agr Cmpl	82	13.6%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	69	11.5%	92
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	59	9.8%	96
Will Pay More for Env Safe Prods: 4-Agr Cmpl	55	9.1%	81
Buy Based on Price Not Brands: 4-Agr Cmpl	177	29.4%	110
Reading (Adults)			
Bought Digital Book/12 Mo	104	17.3%	94
Bought Hardcover Book/12 Mo	133	22.1%	82
Bought Paperback Book/12 Mo	186	30.9%	90
Read Daily Newspaper (Paper Version)	49	8.1%	75
Read Digital Newspaper/30 Days	306	50.8%	87
Read Magazine (Paper/Electronic Vers)/6 Mo	510	84.7%	97

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	447	74.3%	104
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	144	23.9%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	540	89.7%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	278	46.2%	117
Ordered Eat-In Fast Food/6 Mo	172	28.6%	99
Ordered Home Delivery Fast Food/6 Mo	71	11.8%	91
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	355	59.0%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	105	17.4%	77
Television & Electronics (Adults/Households)			
Own Tablet	318	52.8%	92
Own E-Reader	66	11.0%	69
Own E-Reader/Tablet: Apple iPad	179	29.7%	81
HH Owns Internet Connectable TV	141	42.7%	104
Own Portable MP3 Player	44	7.3%	82
HH Owns 1 TV	63	19.1%	103
HH Owns 2 TVs	85	25.8%	93
HH Owns 3 TVs	74	22.4%	100
HH Owns 4+ TVs	76	23.0%	104
HH Subscribes to Cable TV	74	22.4%	73
HH Subscribes to Fiber Optic TV	7	2.1%	42
HH Owns Portable GPS Device	71	21.5%	116
HH Purchased Video Game System/12 Mo	25	7.6%	97
HH Owns Internet Video Device for TV	173	52.4%	99
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	324	53.8%	92
Took 3+ Domestic Non-Business Trips/12 Mo	97	16.1%	99
Spent \$1-999 on Domestic Vacations/12 Mo	61	10.1%	83
Spent \$1K-1499 on Domestic Vacations/12 Mo	34	5.6%	83
Spent \$1500-1999 on Domestic Vacations/12 Mo	23	3.8%	86
Spent \$2K-2999 on Domestic Vacations/12 Mo	30	5.0%	96
Spent \$3K+ on Domestic Vacations/12 Mo	55	9.1%	94
Used Intrnt Travel Site for Domestic Trip/12 Mo	22	3.7%	58
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	118	19.6%	65
Took 3+ Foreign Trips by Plane/3 Yrs	13	2.2%	40
Spent \$1-999 on Foreign Vacations/12 Mo	21	3.5%	63
Spent \$1K-2999 on Foreign Vacations/12 Mo	16	2.7%	80
Spent \$3K+ on Foreign Vacations/12 Mo	17	2.8%	47
Used General Travel Site: Foreign Trip/3 Yrs	17	2.8%	50
Spent Night at Hotel or Motel/12 Mo	276	45.8%	90
Took Cruise of More Than One Day/3 Yrs	44	7.3%	86
Member of Frequent Flyer Program	103	17.1%	62
Member of Hotel Rewards Program	154	25.6%	88

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