

Demographic Summary		2024	2029
Population		10,317	10,243
Population 18+		6,793	6,975
Households		2,419	2,435
Median Household Income		\$37,656	\$43,953

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	3,863	56.9%	90
Bought Women`s Clothing/12 Mo	3,616	53.2%	102
Bought Shoes/12 Mo	4,908	72.3%	96
Bought Fine Jewelry/12 Mo	1,683	24.8%	114
Bought Watch/12 Mo	1,056	15.5%	117
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,059	85.1%	94
HH Bought or Leased New Vehicle/12 Mo	165	6.8%	74
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	5,910	87.0%	97
Bought or Changed Motor Oil/12 Mo	3,804	56.0%	105
Had Vehicle Tune-Up/12 Mo	1,537	22.6%	94
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	3,266	48.1%	129
Drank Beer or Ale/6 Mo	1,907	28.1%	73
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	436	6.4%	66
Own Digital SLR Camera or Camcorder	406	6.0%	57
Printed Digital Photos/12 Mo	1,349	19.9%	76
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	2,775	40.9%	113
Have a Smartphone	6,280	92.4%	98
Have Android Phone (Any Brand) Smartphone	3,268	48.1%	125
Have Apple iPhone Smartphone	3,120	45.9%	80
HH Owns 1 Cell Phone	784	32.4%	108
HH Owns 2 Cell Phones	909	37.6%	95
HH Owns 3+ Cell Phones	634	26.2%	92
HH Has Cell Phone Only (No Landline Telephone)	1,655	68.4%	95
Computers (Households)			
HH Owns Computer	1,683	69.6%	83
HH Owns Desktop Computer	772	31.9%	82
HH Owns Laptop or Notebook	1,363	56.3%	81
HH Owns Apple/Mac Brand Computer	305	12.6%	51
HH Owns PC/Non-Apple Brand Computer	1,529	63.2%	90
HH Purchased Most Recent Home Computer at Store	722	29.8%	80
HH Purchased Most Recent Home Computer Online	505	20.9%	76
HH Spent \$1-499 on Most Recent Home Computer	358	14.8%	107
HH Spent \$500-999 on Most Recent Home Computer	334	13.8%	73
HH Spent \$1K-1499 on Most Recent Home Computer	162	6.7%	59
HH Spent \$1500-1999 on Most Recent Home Computer	50	2.1%	51
HH Spent \$2K+ on Most Recent Home Computer	77	3.2%	52

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	4,865	71.6%	110
Bought Brewed Coffee at C-Store/30 Days	845	12.4%	100
Bought Cigarettes at C-Store/30 Days	795	11.7%	193
Bought Gas at C-Store/30 Days	3,258	48.0%	120
Spent \$1-19 at C-Store/30 Days	335	4.9%	73
Spent \$20-39 at C-Store/30 Days	509	7.5%	90
Spent \$40-50 at C-Store/30 Days	477	7.0%	106
Spent \$51-99 at C-Store/30 Days	400	5.9%	104
Spent \$100+ at C-Store/30 Days	2,174	32.0%	136
Entertainment (Adults)			
Attended Movie/6 Mo	2,467	36.3%	82
Went to Live Theater/12 Mo	317	4.7%	54
Went to Bar or Night Club/12 Mo	805	11.9%	67
Dined Out/12 Mo	3,106	45.7%	82
Gambled at Casino/12 Mo	793	11.7%	98
Visited Theme Park/12 Mo	901	13.3%	84
Viewed Movie (Video-on-Demand)/30 Days	521	7.7%	82
Viewed TV Show (Video-on-Demand)/30 Days	326	4.8%	73
Used Internet to Download Movie/30 Days	314	4.6%	74
Downloaded Individual Song/6 Mo	1,325	19.5%	100
Used Internet to Watch Movie/30 Days	1,878	27.6%	81
Used Internet to Watch TV Program/30 Days	1,164	17.1%	76
Played (Console) Video or Electronic Game/12 Mo	872	12.8%	102
Played (Portable) Video or Electronic Game/12 Mo	521	7.7%	111
Financial (Adults)			
Have 1st Home Mortgage	1,868	27.5%	75
Used ATM or Cash Machine/12 Mo	3,965	58.4%	95
Own Any Stock	470	6.9%	46
Own U.S. Savings Bonds	323	4.8%	64
Own Shares in Mutual Fund (Stocks)	482	7.1%	53
Own Shares in Mutual Fund (Bonds)	301	4.4%	53
Have Interest Checking Account	2,067	30.4%	78
Have Non-Interest Checking Account	2,407	35.4%	96
Have Savings Account	4,162	61.3%	84
Have 401(k) Retirement Savings Plan	1,091	16.1%	66
Own or Used Any Credit/Debit Card/12 Mo	5,950	87.6%	95
Avg \$1-110 Monthly Credit Card Expenditures	846	12.5%	122
Avg \$111-225 Monthly Credit Card Expenditures	697	10.3%	149
Avg \$226-450 Monthly Credit Card Expenditures	594	8.7%	100
Avg \$451-700 Monthly Credit Card Expenditures	423	6.2%	67
Avg \$701-1000 Monthly Credit Card Expenditures	286	4.2%	54
Avg \$1001-2000 Monthly Credit Card Expenditures	419	6.2%	51
Avg \$2001+ Monthly Credit Card Expenditures	344	5.1%	40
Did Banking Online/12 Mo	3,113	45.8%	80
Did Banking by Mobile Device/12 Mo	2,785	41.0%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	2,291	94.7%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	1,840	76.1%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	474	19.6%	95
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,391	57.5%	98
HH Used Fresh Fruit or Vegetables/6 Mo	2,069	85.5%	96
HH Used Fresh Milk/6 Mo	2,006	82.9%	101
HH Used Organic Food/6 Mo	418	17.3%	68
Health (Adults)			
Exercise at Home 2+ Times/Wk	2,562	37.7%	78
Exercise at Club 2+ Times/Wk	486	7.2%	61
Visited Doctor/12 Mo	5,099	75.1%	94
Used Vitamins or Dietary Supplements/6 Mo	4,121	60.7%	92
Home (Households)			
HH Did Home Improvement/12 Mo	726	30.0%	83
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	564	23.3%	67
HH Purchased Low Ticket HH Furnishing/12 Mo	475	19.6%	87
HH Purchased Big Ticket HH Furnishing/12 Mo	566	23.4%	91
HH Bought Small Kitchen Appliance/12 Mo	605	25.0%	100
HH Bought Large Kitchen Appliance/12 Mo	337	13.9%	87
Insurance (Adults/Households)			
Currently Carry Life Insurance	3,398	50.0%	98
Personally Carry Any Med/Hosp/Accident Insur	5,415	79.7%	94
Homeowner Carries Home/Personal Property Insurance	3,466	51.0%	84
Renter Carries Home/Pers Property Insurance	824	12.1%	95
HH Has 1 Vehicle Covered w/Auto Insurance	874	36.1%	113
HH Has 2 Vehicles Covered w/Auto Insurance	628	26.0%	82
HH Has 3+ Vehicles Covered w/Auto Insurance	549	22.7%	87
Pets (Households)			
HH Owns Any Pet	1,217	50.3%	99
HH Owns Cat	617	25.5%	109
HH Owns Dog	996	41.2%	107
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,083	15.9%	93
Buying American Is Important: 4-Agr Cmpl	2,369	34.9%	120
Buy Based on Quality Not Price: 4-Agr Cmpl	922	13.6%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	882	13.0%	104
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	677	10.0%	98
Will Pay More for Env Safe Prods: 4-Agr Cmpl	658	9.7%	86
Buy Based on Price Not Brands: 4-Agr Cmpl	2,030	29.9%	112
Reading (Adults)			
Bought Digital Book/12 Mo	940	13.8%	76
Bought Hardcover Book/12 Mo	1,495	22.0%	82
Bought Paperback Book/12 Mo	1,977	29.1%	85
Read Daily Newspaper (Paper Version)	804	11.8%	109
Read Digital Newspaper/30 Days	3,573	52.6%	90
Read Magazine (Paper/Electronic Vers)/6 Mo	5,645	83.1%	95

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	4,778	70.3%	99
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	1,697	25.0%	107
Went to Fast Food/Drive-In Restaurant/6 Mo	6,191	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,017	44.4%	112
Ordered Eat-In Fast Food/6 Mo	1,897	27.9%	97
Ordered Home Delivery Fast Food/6 Mo	871	12.8%	99
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,720	54.8%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,206	17.8%	78
Television & Electronics (Adults/Households)			
Own Tablet	3,530	52.0%	91
Own E-Reader	727	10.7%	68
Own E-Reader/Tablet: Apple iPad	1,675	24.7%	67
HH Owns Internet Connectable TV	840	34.7%	85
Own Portable MP3 Player	514	7.6%	84
HH Owns 1 TV	367	15.2%	82
HH Owns 2 TVs	615	25.4%	91
HH Owns 3 TVs	601	24.8%	111
HH Owns 4+ TVs	558	23.1%	104
HH Subscribes to Cable TV	565	23.4%	76
HH Subscribes to Fiber Optic TV	48	2.0%	39
HH Owns Portable GPS Device	410	16.9%	91
HH Purchased Video Game System/12 Mo	142	5.9%	75
HH Owns Internet Video Device for TV	1,134	46.9%	89
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	3,079	45.3%	78
Took 3+ Domestic Non-Business Trips/12 Mo	829	12.2%	75
Spent \$1-999 on Domestic Vacations/12 Mo	737	10.8%	89
Spent \$1K-1499 on Domestic Vacations/12 Mo	341	5.0%	73
Spent \$1500-1999 on Domestic Vacations/12 Mo	146	2.1%	48
Spent \$2K-2999 on Domestic Vacations/12 Mo	263	3.9%	74
Spent \$3K+ on Domestic Vacations/12 Mo	295	4.3%	45
Used Intrnt Travel Site for Domestic Trip/12 Mo	275	4.0%	65
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,170	17.2%	57
Took 3+ Foreign Trips by Plane/3 Yrs	117	1.7%	32
Spent \$1-999 on Foreign Vacations/12 Mo	208	3.1%	55
Spent \$1K-2999 on Foreign Vacations/12 Mo	143	2.1%	63
Spent \$3K+ on Foreign Vacations/12 Mo	182	2.7%	45
Used General Travel Site: Foreign Trip/3 Yrs	187	2.8%	49
Spent Night at Hotel or Motel/12 Mo	2,817	41.5%	82
Took Cruise of More Than One Day/3 Yrs	412	6.1%	71
Member of Frequent Flyer Program	855	12.6%	45
Member of Hotel Rewards Program	1,401	20.6%	71

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