

Demographic Summary		2024	2029
Population		7,436	7,667
Population 18+		5,520	5,875
Households		2,560	2,660
Median Household Income		\$48,560	\$55,719

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	3,437	62.3%	99
Bought Women`s Clothing/12 Mo	2,836	51.4%	98
Bought Shoes/12 Mo	4,073	73.8%	98
Bought Fine Jewelry/12 Mo	1,276	23.1%	106
Bought Watch/12 Mo	801	14.5%	109
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,295	89.6%	99
HH Bought or Leased New Vehicle/12 Mo	204	8.0%	86
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	4,919	89.1%	99
Bought or Changed Motor Oil/12 Mo	3,061	55.5%	104
Had Vehicle Tune-Up/12 Mo	1,339	24.3%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,304	41.7%	112
Drank Beer or Ale/6 Mo	1,906	34.5%	90
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	467	8.5%	86
Own Digital SLR Camera or Camcorder	463	8.4%	81
Printed Digital Photos/12 Mo	1,344	24.3%	94
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	2,175	39.4%	109
Have a Smartphone	5,197	94.1%	100
Have Android Phone (Any Brand) Smartphone	2,613	47.3%	123
Have Apple iPhone Smartphone	2,734	49.5%	86
HH Owns 1 Cell Phone	896	35.0%	117
HH Owns 2 Cell Phones	971	37.9%	96
HH Owns 3+ Cell Phones	649	25.4%	89
HH Has Cell Phone Only (No Landline Telephone)	1,953	76.3%	106
Computers (Households)			
HH Owns Computer	2,021	78.9%	94
HH Owns Desktop Computer	905	35.4%	91
HH Owns Laptop or Notebook	1,656	64.7%	93
HH Owns Apple/Mac Brand Computer	503	19.6%	79
HH Owns PC/Non-Apple Brand Computer	1,750	68.4%	98
HH Purchased Most Recent Home Computer at Store	831	32.5%	87
HH Purchased Most Recent Home Computer Online	688	26.9%	98
HH Spent \$1-499 on Most Recent Home Computer	410	16.0%	116
HH Spent \$500-999 on Most Recent Home Computer	394	15.4%	81
HH Spent \$1K-1499 on Most Recent Home Computer	282	11.0%	97
HH Spent \$1500-1999 on Most Recent Home Computer	98	3.8%	95
HH Spent \$2K+ on Most Recent Home Computer	137	5.4%	88

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	3,849	69.7%	107
Bought Brewed Coffee at C-Store/30 Days	683	12.4%	99
Bought Cigarettes at C-Store/30 Days	518	9.4%	155
Bought Gas at C-Store/30 Days	2,559	46.4%	116
Spent \$1-19 at C-Store/30 Days	389	7.0%	104
Spent \$20-39 at C-Store/30 Days	500	9.1%	109
Spent \$40-50 at C-Store/30 Days	339	6.1%	92
Spent \$51-99 at C-Store/30 Days	380	6.9%	122
Spent \$100+ at C-Store/30 Days	1,515	27.4%	116
Entertainment (Adults)			
Attended Movie/6 Mo	2,262	41.0%	93
Went to Live Theater/12 Mo	392	7.1%	81
Went to Bar or Night Club/12 Mo	842	15.3%	86
Dined Out/12 Mo	2,766	50.1%	90
Gambled at Casino/12 Mo	613	11.1%	93
Visited Theme Park/12 Mo	792	14.3%	91
Viewed Movie (Video-on-Demand)/30 Days	398	7.2%	77
Viewed TV Show (Video-on-Demand)/30 Days	264	4.8%	73
Used Internet to Download Movie/30 Days	307	5.6%	89
Downloaded Individual Song/6 Mo	1,033	18.7%	96
Used Internet to Watch Movie/30 Days	1,852	33.6%	98
Used Internet to Watch TV Program/30 Days	1,167	21.1%	94
Played (Console) Video or Electronic Game/12 Mo	709	12.8%	102
Played (Portable) Video or Electronic Game/12 Mo	344	6.2%	90
Financial (Adults)			
Have 1st Home Mortgage	1,654	30.0%	82
Used ATM or Cash Machine/12 Mo	3,277	59.4%	97
Own Any Stock	643	11.6%	78
Own U.S. Savings Bonds	277	5.0%	68
Own Shares in Mutual Fund (Stocks)	533	9.7%	72
Own Shares in Mutual Fund (Bonds)	323	5.9%	70
Have Interest Checking Account	1,922	34.8%	90
Have Non-Interest Checking Account	1,919	34.8%	94
Have Savings Account	3,668	66.4%	91
Have 401(k) Retirement Savings Plan	1,066	19.3%	79
Own or Used Any Credit/Debit Card/12 Mo	4,968	90.0%	97
Avg \$1-110 Monthly Credit Card Expenditures	647	11.7%	115
Avg \$111-225 Monthly Credit Card Expenditures	394	7.1%	104
Avg \$226-450 Monthly Credit Card Expenditures	511	9.3%	105
Avg \$451-700 Monthly Credit Card Expenditures	539	9.8%	105
Avg \$701-1000 Monthly Credit Card Expenditures	315	5.7%	73
Avg \$1001-2000 Monthly Credit Card Expenditures	564	10.2%	85
Avg \$2001+ Monthly Credit Card Expenditures	459	8.3%	66
Did Banking Online/12 Mo	2,894	52.4%	92
Did Banking by Mobile Device/12 Mo	2,595	47.0%	98

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	2,409	94.1%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	1,919	75.0%	97
HH Used Turkey (Fresh or Frozen)/6 Mo	456	17.8%	86
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,429	55.8%	95
HH Used Fresh Fruit or Vegetables/6 Mo	2,237	87.4%	98
HH Used Fresh Milk/6 Mo	2,034	79.5%	97
HH Used Organic Food/6 Mo	550	21.5%	84
Health (Adults)			
Exercise at Home 2+ Times/Wk	2,412	43.7%	90
Exercise at Club 2+ Times/Wk	625	11.3%	97
Visited Doctor/12 Mo	4,297	77.8%	98
Used Vitamins or Dietary Supplements/6 Mo	3,487	63.2%	95
Home (Households)			
HH Did Home Improvement/12 Mo	820	32.0%	88
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	692	27.0%	77
HH Purchased Low Ticket HH Furnishing/12 Mo	570	22.3%	99
HH Purchased Big Ticket HH Furnishing/12 Mo	634	24.8%	96
HH Bought Small Kitchen Appliance/12 Mo	701	27.4%	110
HH Bought Large Kitchen Appliance/12 Mo	415	16.2%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,496	45.2%	88
Personally Carry Any Med/Hosp/Accident Insur	4,594	83.2%	98
Homeowner Carries Home/Personal Property Insurance	2,964	53.7%	89
Renter Carries Home/Pers Property Insurance	720	13.0%	102
HH Has 1 Vehicle Covered w/Auto Insurance	982	38.4%	120
HH Has 2 Vehicles Covered w/Auto Insurance	700	27.3%	87
HH Has 3+ Vehicles Covered w/Auto Insurance	567	22.1%	85
Pets (Households)			
HH Owns Any Pet	1,267	49.5%	98
HH Owns Cat	631	24.6%	105
HH Owns Dog	963	37.6%	98
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	924	16.7%	98
Buying American Is Important: 4-Agr Cmpl	1,719	31.1%	107
Buy Based on Quality Not Price: 4-Agr Cmpl	789	14.3%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	659	11.9%	96
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	544	9.9%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	635	11.5%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	1,571	28.5%	107
Reading (Adults)			
Bought Digital Book/12 Mo	907	16.4%	90
Bought Hardcover Book/12 Mo	1,333	24.1%	90
Bought Paperback Book/12 Mo	1,774	32.1%	93
Read Daily Newspaper (Paper Version)	498	9.0%	83
Read Digital Newspaper/30 Days	3,036	55.0%	94
Read Magazine (Paper/Electronic Vers)/6 Mo	4,777	86.5%	99

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	3,915	70.9%	99
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	1,248	22.6%	97
Went to Fast Food/Drive-In Restaurant/6 Mo	4,975	90.1%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,281	41.3%	104
Ordered Eat-In Fast Food/6 Mo	1,549	28.1%	97
Ordered Home Delivery Fast Food/6 Mo	681	12.3%	95
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,926	53.0%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,097	19.9%	87
Television & Electronics (Adults/Households)			
Own Tablet	2,867	51.9%	91
Own E-Reader	649	11.8%	74
Own E-Reader/Tablet: Apple iPad	1,522	27.6%	75
HH Owns Internet Connectable TV	952	37.2%	91
Own Portable MP3 Player	460	8.3%	93
HH Owns 1 TV	543	21.2%	115
HH Owns 2 TVs	718	28.0%	101
HH Owns 3 TVs	537	21.0%	94
HH Owns 4+ TVs	480	18.8%	85
HH Subscribes to Cable TV	724	28.3%	92
HH Subscribes to Fiber Optic TV	71	2.8%	54
HH Owns Portable GPS Device	450	17.6%	95
HH Purchased Video Game System/12 Mo	180	7.0%	90
HH Owns Internet Video Device for TV	1,274	49.8%	94
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	2,812	50.9%	87
Took 3+ Domestic Non-Business Trips/12 Mo	757	13.7%	84
Spent \$1-999 on Domestic Vacations/12 Mo	573	10.4%	85
Spent \$1K-1499 on Domestic Vacations/12 Mo	306	5.5%	81
Spent \$1500-1999 on Domestic Vacations/12 Mo	181	3.3%	74
Spent \$2K-2999 on Domestic Vacations/12 Mo	230	4.2%	80
Spent \$3K+ on Domestic Vacations/12 Mo	468	8.5%	88
Used Intrnt Travel Site for Domestic Trip/12 Mo	239	4.3%	69
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,320	23.9%	79
Took 3+ Foreign Trips by Plane/3 Yrs	248	4.5%	83
Spent \$1-999 on Foreign Vacations/12 Mo	223	4.0%	72
Spent \$1K-2999 on Foreign Vacations/12 Mo	167	3.0%	91
Spent \$3K+ on Foreign Vacations/12 Mo	270	4.9%	82
Used General Travel Site: Foreign Trip/3 Yrs	247	4.5%	80
Spent Night at Hotel or Motel/12 Mo	2,510	45.5%	90
Took Cruise of More Than One Day/3 Yrs	419	7.6%	89
Member of Frequent Flyer Program	1,132	20.5%	74
Member of Hotel Rewards Program	1,379	25.0%	86

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.