

Demographic Summary		2024	2029
Population		982	995
Population 18+		766	785
Households		319	329
Median Household Income		\$53,475	\$75,633

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	419	54.7%	87
Bought Women`s Clothing/12 Mo	408	53.3%	102
Bought Shoes/12 Mo	563	73.5%	98
Bought Fine Jewelry/12 Mo	207	27.0%	124
Bought Watch/12 Mo	120	15.7%	118
Automobiles (Households)			
HH Owns or Leases Any Vehicle	261	81.8%	90
HH Bought or Leased New Vehicle/12 Mo	16	5.0%	54
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	647	84.5%	94
Bought or Changed Motor Oil/12 Mo	394	51.4%	96
Had Vehicle Tune-Up/12 Mo	175	22.8%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	354	46.2%	124
Drank Beer or Ale/6 Mo	266	34.7%	91
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	56	7.3%	75
Own Digital SLR Camera or Camcorder	41	5.4%	51
Printed Digital Photos/12 Mo	156	20.4%	78
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	316	41.3%	114
Have a Smartphone	720	94.0%	100
Have Android Phone (Any Brand) Smartphone	392	51.2%	133
Have Apple iPhone Smartphone	348	45.4%	79
HH Owns 1 Cell Phone	116	36.4%	121
HH Owns 2 Cell Phones	97	30.4%	77
HH Owns 3+ Cell Phones	98	30.7%	107
HH Has Cell Phone Only (No Landline Telephone)	231	72.4%	100
Computers (Households)			
HH Owns Computer	236	74.0%	88
HH Owns Desktop Computer	99	31.0%	80
HH Owns Laptop or Notebook	197	61.8%	89
HH Owns Apple/Mac Brand Computer	66	20.7%	84
HH Owns PC/Non-Apple Brand Computer	196	61.4%	88
HH Purchased Most Recent Home Computer at Store	93	29.2%	78
HH Purchased Most Recent Home Computer Online	70	21.9%	80
HH Spent \$1-499 on Most Recent Home Computer	43	13.5%	98
HH Spent \$500-999 on Most Recent Home Computer	47	14.7%	78
HH Spent \$1K-1499 on Most Recent Home Computer	23	7.2%	63
HH Spent \$1500-1999 on Most Recent Home Computer	12	3.8%	93
HH Spent \$2K+ on Most Recent Home Computer	13	4.1%	67

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	530	69.2%	106
Bought Brewed Coffee at C-Store/30 Days	74	9.7%	77
Bought Cigarettes at C-Store/30 Days	62	8.1%	133
Bought Gas at C-Store/30 Days	345	45.0%	112
Spent \$1-19 at C-Store/30 Days	38	5.0%	73
Spent \$20-39 at C-Store/30 Days	62	8.1%	97
Spent \$40-50 at C-Store/30 Days	56	7.3%	110
Spent \$51-99 at C-Store/30 Days	53	6.9%	123
Spent \$100+ at C-Store/30 Days	209	27.3%	116
Entertainment (Adults)			
Attended Movie/6 Mo	324	42.3%	96
Went to Live Theater/12 Mo	41	5.4%	61
Went to Bar or Night Club/12 Mo	141	18.4%	104
Dined Out/12 Mo	333	43.5%	78
Gambled at Casino/12 Mo	100	13.1%	110
Visited Theme Park/12 Mo	122	15.9%	101
Viewed Movie (Video-on-Demand)/30 Days	64	8.4%	89
Viewed TV Show (Video-on-Demand)/30 Days	51	6.7%	101
Used Internet to Download Movie/30 Days	50	6.5%	104
Downloaded Individual Song/6 Mo	161	21.0%	108
Used Internet to Watch Movie/30 Days	272	35.5%	104
Used Internet to Watch TV Program/30 Days	169	22.1%	98
Played (Console) Video or Electronic Game/12 Mo	105	13.7%	109
Played (Portable) Video or Electronic Game/12 Mo	62	8.1%	118
Financial (Adults)			
Have 1st Home Mortgage	213	27.8%	76
Used ATM or Cash Machine/12 Mo	466	60.8%	99
Own Any Stock	63	8.2%	55
Own U.S. Savings Bonds	34	4.4%	60
Own Shares in Mutual Fund (Stocks)	58	7.6%	57
Own Shares in Mutual Fund (Bonds)	32	4.2%	50
Have Interest Checking Account	195	25.5%	65
Have Non-Interest Checking Account	265	34.6%	94
Have Savings Account	477	62.3%	86
Have 401(k) Retirement Savings Plan	169	22.1%	90
Own or Used Any Credit/Debit Card/12 Mo	693	90.5%	98
Avg \$1-110 Monthly Credit Card Expenditures	98	12.8%	125
Avg \$111-225 Monthly Credit Card Expenditures	84	11.0%	159
Avg \$226-450 Monthly Credit Card Expenditures	79	10.3%	117
Avg \$451-700 Monthly Credit Card Expenditures	60	7.8%	84
Avg \$701-1000 Monthly Credit Card Expenditures	44	5.7%	74
Avg \$1001-2000 Monthly Credit Card Expenditures	54	7.0%	59
Avg \$2001+ Monthly Credit Card Expenditures	36	4.7%	38
Did Banking Online/12 Mo	396	51.7%	90
Did Banking by Mobile Device/12 Mo	366	47.8%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	295	92.5%	98
HH Used Chicken (Fresh or Frozen)/6 Mo	249	78.1%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	64	20.1%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	207	64.9%	110
HH Used Fresh Fruit or Vegetables/6 Mo	272	85.3%	96
HH Used Fresh Milk/6 Mo	246	77.1%	94
HH Used Organic Food/6 Mo	77	24.1%	95
Health (Adults)			
Exercise at Home 2+ Times/Wk	341	44.5%	92
Exercise at Club 2+ Times/Wk	94	12.3%	105
Visited Doctor/12 Mo	577	75.3%	94
Used Vitamins or Dietary Supplements/6 Mo	483	63.1%	95
Home (Households)			
HH Did Home Improvement/12 Mo	87	27.3%	75
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	79	24.8%	71
HH Purchased Low Ticket HH Furnishing/12 Mo	61	19.1%	85
HH Purchased Big Ticket HH Furnishing/12 Mo	66	20.7%	80
HH Bought Small Kitchen Appliance/12 Mo	74	23.2%	93
HH Bought Large Kitchen Appliance/12 Mo	48	15.0%	94
Insurance (Adults/Households)			
Currently Carry Life Insurance	374	48.8%	95
Personally Carry Any Med/Hosp/Accident Insur	589	76.9%	90
Homeowner Carries Home/Personal Property Insurance	339	44.3%	73
Renter Carries Home/Pers Property Insurance	130	17.0%	132
HH Has 1 Vehicle Covered w/Auto Insurance	123	38.6%	120
HH Has 2 Vehicles Covered w/Auto Insurance	87	27.3%	86
HH Has 3+ Vehicles Covered w/Auto Insurance	52	16.3%	63
Pets (Households)			
HH Owns Any Pet	112	35.1%	69
HH Owns Cat	50	15.7%	67
HH Owns Dog	83	26.0%	68
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	138	18.0%	106
Buying American Is Important: 4-Agr Cmpl	182	23.8%	82
Buy Based on Quality Not Price: 4-Agr Cmpl	135	17.6%	122
Buy on Credit Rather Than Wait: 4-Agr Cmpl	102	13.3%	107
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	73	9.5%	94
Will Pay More for Env Safe Prods: 4-Agr Cmpl	97	12.7%	112
Buy Based on Price Not Brands: 4-Agr Cmpl	223	29.1%	109
Reading (Adults)			
Bought Digital Book/12 Mo	118	15.4%	84
Bought Hardcover Book/12 Mo	172	22.5%	84
Bought Paperback Book/12 Mo	217	28.3%	82
Read Daily Newspaper (Paper Version)	71	9.3%	86
Read Digital Newspaper/30 Days	447	58.4%	100
Read Magazine (Paper/Electronic Vers)/6 Mo	672	87.7%	101

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	553	72.2%	101
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	214	27.9%	120
Went to Fast Food/Drive-In Restaurant/6 Mo	705	92.0%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	365	47.7%	120
Ordered Eat-In Fast Food/6 Mo	200	26.1%	90
Ordered Home Delivery Fast Food/6 Mo	144	18.8%	145
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	402	52.5%	100
Ordered Take-Out/Walk-In Fast Food/6 Mo	180	23.5%	103
Television & Electronics (Adults/Households)			
Own Tablet	432	56.4%	98
Own E-Reader	93	12.1%	77
Own E-Reader/Tablet: Apple iPad	210	27.4%	75
HH Owns Internet Connectable TV	115	36.1%	88
Own Portable MP3 Player	45	5.9%	66
HH Owns 1 TV	47	14.7%	80
HH Owns 2 TVs	88	27.6%	99
HH Owns 3 TVs	61	19.1%	86
HH Owns 4+ TVs	77	24.1%	109
HH Subscribes to Cable TV	93	29.2%	95
HH Subscribes to Fiber Optic TV	13	4.1%	80
HH Owns Portable GPS Device	41	12.9%	69
HH Purchased Video Game System/12 Mo	30	9.4%	121
HH Owns Internet Video Device for TV	156	48.9%	93
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	356	46.5%	79
Took 3+ Domestic Non-Business Trips/12 Mo	80	10.4%	64
Spent \$1-999 on Domestic Vacations/12 Mo	74	9.7%	79
Spent \$1K-1499 on Domestic Vacations/12 Mo	44	5.7%	84
Spent \$1500-1999 on Domestic Vacations/12 Mo	28	3.7%	82
Spent \$2K-2999 on Domestic Vacations/12 Mo	34	4.4%	85
Spent \$3K+ on Domestic Vacations/12 Mo	39	5.1%	53
Used Intrnt Travel Site for Domestic Trip/12 Mo	45	5.9%	94
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	171	22.3%	74
Took 3+ Foreign Trips by Plane/3 Yrs	18	2.3%	43
Spent \$1-999 on Foreign Vacations/12 Mo	37	4.8%	87
Spent \$1K-2999 on Foreign Vacations/12 Mo	19	2.5%	74
Spent \$3K+ on Foreign Vacations/12 Mo	23	3.0%	50
Used General Travel Site: Foreign Trip/3 Yrs	29	3.8%	67
Spent Night at Hotel or Motel/12 Mo	327	42.7%	84
Took Cruise of More Than One Day/3 Yrs	71	9.3%	109
Member of Frequent Flyer Program	140	18.3%	66
Member of Hotel Rewards Program	173	22.6%	78

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