Demographic Summary	2022	2027
Population	8,313	8,056
Population 18+	6,346	6,114
Households	2,956	2,875
Median Household Income	$41,658	$43,645

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,453	54.4%	99
Bought any women's clothing in last 12 months	3,072	48.4%	99
Bought any shoes in last 12 months	4,283	67.5%	93
Bought any fine jewelry in last 12 months	1,147	18.1%	94
Bought a watch in last 12 months	969	15.3%	107
Automobiles (Households)			
HH owns/leases any vehicle	2,713	91.8%	102
HH bought/leased new vehicle last 12 months	248	8.4%	87
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,712	90.0%	102
Bought/changed motor oil in last 12 months	3,198	50.4%	106
Had tune-up in last 12 months	1,520	24.0%	98
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	2,498	39.4%	100
Drank beer/ale in last 6 months	2,478	39.0%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	599	9.4%	97
Own digital SLR camera/camcorder	511	8.1%	82
Printed digital photos in last 12 months	1,426	22.5%	89
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,061	32.5%	99
Have a smartphone	5,679	89.5%	97
Have a smartphone: Android phone (any brand)	3,005	47.4%	119
Have a smartphone: Apple iPhone	2,640	41.6%	79
Number of cell phones in household: 1	951	32.2%	105
Number of cell phones in household: 2	1,179	39.9%	104
Number of cell phones in household: 3+	779	26.4%	91
HH has cell phone only (no landline telephone)	2,027	68.6%	102
Computers (Households)			
HH owns a computer	2,302	77.9%	96
HH owns desktop computer	1,112	37.6%	99
HH owns laptop/notebook	1,807	61.1%	93
HH owns any Apple/Mac brand computer	508	17.2%	77
HH owns any PC/non-Apple brand computer	1,992	67.4%	101
HH purchased most recent computer in a store	1,083	36.6%	99
HH purchased most recent computer online	597	20.2%	90
HH spent $1-$499 on most recent home computer	550	18.6%	120
HH spent $500-$999 on most recent home computer	564	19.1%	101
HH spent $1,000-$1,499 on most recent home computer	279	9.4%	79
HH spent $1,500-$1,999 on most recent home computer	100	3.4%	65
HH spent $2,000+ on most recent home computer	120	4.1%	86

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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 2022 and 2027.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,049	63.8%	102
Bought brewed coffee at convenience store in last 30 days	789	12.4%	100
Bought cigarettes at convenience store in last 30 days	596	9.4%	131
Bought gas at convenience store in last 30 days	2,592	40.8%	108
Spent at convenience store in last 30 days: $1-19	369	5.8%	77
Spent at convenience store in last 30 days: $20-$39	620	9.8%	95
Spent at convenience store in last 30 days: $40-$50	688	10.8%	127
Spent at convenience store in last 30 days: $51-$99	427	6.7%	111
Spent at convenience store in last 30 days: $100+	1,359	21.4%	105
Entertainment (Adults)			
Attended a movie in last 6 months	2,800	44.1%	92
Went to live theater in last 12 months	422	6.6%	66
Went to a bar/night club in last 12 months	914	14.4%	85
Dined out in last 12 months	2,953	46.5%	92
Gambled at a casino in last 12 months	637	10.0%	88
Visited a theme park in last 12 months	749	11.8%	82
Viewed movie (video-on-demand) in last 30 days	706	11.1%	86
Viewed TV show (video-on-demand) in last 30 days	504	7.9%	94
Watched any pay-per-view TV in last 12 months	394	6.2%	97
Downloaded a movie over the Internet in last 30 days	457	7.2%	94
Downloaded any individual song in last 6 months	1,133	17.9%	91
Used internet to watch a movie online in the last 30 days	1,968	31.0%	91
Used internet to watch a TV program online in last 30 days	1,153	18.2%	83
Played a video/electronic game (console) in last 12 months	576	9.1%	77
Played a video/electronic game (portable) in last 12 months	298	4.7%	79
Financial (Adults)			
Have home mortgage (1st)	2,047	32.3%	89
Used ATM/cash machine in last 12 months	3,734	58.8%	98
Own any stock	646	10.2%	85
Own U.S. savings bond	296	4.7%	76
Own shares in mutual fund (stock)	580	9.1%	82
Own shares in mutual fund (bonds)	410	6.5%	92
Have interest checking account	2,177	34.3%	97
Have non-interest checking account	2,250	35.5%	100
Have savings account	4,260	67.1%	98
Have 401K retirement savings plan	1,152	18.2%	83
Own/used any credit/debit card in last 12 months	5,544	87.4%	98
Avg monthly credit card expenditures: $1-110	884	13.9%	116
Avg monthly credit card expenditures: $111-$225	496	7.8%	99
Avg monthly credit card expenditures: $226-$450	507	8.0%	91
Avg monthly credit card expenditures: $451-$700	509	8.0%	100
Avg monthly credit card expenditures: $701-$1,000	407	6.4%	86
Avg monthly credit card expenditures: $1001-2000	613	9.7%	97
Avg monthly credit card expenditures: $2001+	420	6.6%	74
Did banking online in last 12 months	3,308	52.1%	98
Did banking on mobile device in last 12 months	2,405	37.9%	90

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	2,792	94.5%	100
HH used chicken (fresh or frozen) in last 6 months	2,087	70.6%	103
HH used turkey (fresh or frozen) in last 6 months	440	14.9%	103
HH used fish/seafood (fresh or frozen) in last 6 months	1,730	58.5%	100
HH used fresh fruit/vegetables in last 6 months	2,617	88.5%	101
HH used fresh milk in last 6 months	2,474	83.7%	101
HH used organic food in last 6 months	640	21.7%	87
Health (Adults)			
Exercise at home 2+ times per week	2,419	38.1%	94
Exercise at club 2+ times per week	643	10.1%	74
Visited a doctor in last 12 months	4,955	78.1%	98
Used vitamin/dietary supplement in last 6 months	3,896	61.4%	101
Home (Households)			
HH did any home improvement in last 12 months	1,052	35.6%	104
HH used any maid/professional cleaning service in last 12 months	566	19.1%	94
HH purchased low ticket HH furnishings in last 12 months	636	21.5%	99
HH purchased big ticket HH furnishings in last 12 months	776	26.3%	101
HH bought any small kitchen appliance in last 12 months	760	25.7%	101
HH bought any large kitchen appliance in last 12 months	442	15.0%	96
Insurance (Adults/Households)			
Currently carry life insurance	2,828	44.6%	92
Carry medical/hospital/accident insurance	4,982	78.5%	97
Carry homeowner/personal property insurance	3,585	56.5%	100
Carry renter's insurance	537	8.5%	79
HH has auto insurance: 1 vehicle in household covered	965	32.6%	111
HH has auto insurance: 2 vehicles in household covered	884	29.9%	97
HH has auto insurance: 3+ vehicles in household covered	734	24.8%	100
Pets (Households)			
Household owns any pet	1,813	61.3%	117
Household owns any cat	752	25.4%	111
Household owns any dog	1,486	50.3%	127
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	2,586	40.8%	115
Buy based on quality not price	1,105	17.4%	101
Buy on credit rather than wait	996	15.7%	119
Only use coupons brands: usually buy	996	15.7%	115
Will pay more for environmentally safe products	792	12.5%	91
Buy based on price not brands	1,881	29.6%	103
Am interested in how to help the environment	1,311	20.7%	101
Reading (Adults)			
Bought digital book in last 12 months	948	14.9%	86
Bought hardcover book in last 12 months	1,356	21.4%	88
Bought paperback book in last 12 month	1,781	28.1%	90
Read any daily newspaper (paper version)	928	14.6%	95
Read any digital newspaper in last 30 days	2,548	40.2%	81
Read any magazine (paper/electronic version) in last 6 months	5,435	85.6%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,101	64.6%	97
Went to family restaurant/steak house: 4+ times a month	1,278	20.1%	97
Went to fast food/drive-in restaurant in last 6 months	5,707	89.9%	99
Went to fast food/drive-in restaurant 9+ times/month	2,276	35.9%	95
Fast food restaurant last 6 months: eat in	1,385	21.8%	96
Fast food restaurant last 6 months: home delivery	670	10.6%	91
Fast food restaurant last 6 months: take-out/drive-thru	3,348	52.8%	94
Fast food restaurant last 6 months: take-out/walk-in	1,113	17.5%	82
Television & Electronics (Adults/Households)			
Own any tablet	3,360	52.9%	94
Own any e-reader	656	10.3%	84
Own e-reader/tablet: iPad	1,814	28.6%	82
HH has Internet connectable TV	1,249	42.3%	99
Own any portable MP3 player	869	13.7%	100
HH owns 1 TV	589	19.9%	101
HH owns 2 TVs	871	29.5%	107
HH owns 3 TVs	625	21.1%	96
HH owns 4+ TVs	603	20.4%	98
HH subscribes to cable TV	1,068	36.1%	97
HH subscribes to fiber optic	98	3.3%	61
HH owns portable GPS navigation device	660	22.3%	109
HH purchased video game system in last 12 months	190	6.4%	83
HH owns any Internet video device for TV	1,231	41.6%	92
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,986	47.1%	88
Took 3+ domestic non-business trips in last 12 months	706	11.1%	88
Spent on domestic vacations in last 12 months: $1-999	717	11.3%	90
Spent on domestic vacations in last 12 months: $1,000-$1,499	307	4.8%	78
Spent on domestic vacations in last 12 months: $1,500-$1,999	225	3.5%	94
Spent on domestic vacations in last 12 months: $2,000-$2,999	178	2.8%	75
Spent on domestic vacations in last 12 months: $3,000+	296	4.7%	73
Domestic travel in last 12 months: used general travel website	293	4.6%	78
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,741	27.4%	82
Took 3+ foreign trips by plane in last 3 years	423	6.7%	84
Spent on foreign vacations in last 12 months: $1-999	351	5.5%	76
Spent on foreign vacations in last 12 months: $1,000-$2,999	213	3.4%	87
Spent on foreign vacations in last 12 months: $3,000+	273	4.3%	71
Foreign travel in last 3 years: used general travel website	286	4.5%	69
Nights spent in hotel/motel in last 12 months: any	2,532	39.9%	88
Took cruise of more than one day in last 3 years	607	9.6%	89
Member of any frequent flyer program	1,200	18.9%	76
Member of any hotel rewards program	1,397	22.0%	85

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