

<b>Demographic Summary</b>		<b>2024</b>	<b>2029</b>
Population		202	199
Population 18+		178	178
Households		64	64
Median Household Income		\$51,122	\$60,464

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults or HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	111	62.4%	99
Bought Women`s Clothing/12 Mo	86	48.3%	93
Bought Shoes/12 Mo	124	69.7%	93
Bought Fine Jewelry/12 Mo	38	21.3%	98
Bought Watch/12 Mo	31	17.4%	131
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	60	93.8%	103
HH Bought or Leased New Vehicle/12 Mo	7	10.9%	118
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	170	95.5%	106
Bought or Changed Motor Oil/12 Mo	103	57.9%	108
Had Vehicle Tune-Up/12 Mo	51	28.7%	119
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	50	28.1%	75
Drank Beer or Ale/6 Mo	63	35.4%	93
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	22	12.4%	126
Own Digital SLR Camera or Camcorder	14	7.9%	76
Printed Digital Photos/12 Mo	51	28.7%	110
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	47	26.4%	73
Have a Smartphone	162	91.0%	97
Have Android Phone (Any Brand) Smartphone	89	50.0%	130
Have Apple iPhone Smartphone	74	41.6%	72
HH Owns 1 Cell Phone	24	37.5%	125
HH Owns 2 Cell Phones	29	45.3%	115
HH Owns 3+ Cell Phones	11	17.2%	60
HH Has Cell Phone Only (No Landline Telephone)	48	75.0%	104
<b>Computers (Households)</b>			
HH Owns Computer	51	79.7%	95
HH Owns Desktop Computer	26	40.6%	105
HH Owns Laptop or Notebook	39	60.9%	88
HH Owns Apple/Mac Brand Computer	11	17.2%	69
HH Owns PC/Non-Apple Brand Computer	45	70.3%	100
HH Purchased Most Recent Home Computer at Store	20	31.2%	84
HH Purchased Most Recent Home Computer Online	19	29.7%	108
HH Spent \$1-499 on Most Recent Home Computer	11	17.2%	124
HH Spent \$500-999 on Most Recent Home Computer	11	17.2%	91
HH Spent \$1K-1499 on Most Recent Home Computer	8	12.5%	110
HH Spent \$1500-1999 on Most Recent Home Computer	3	4.7%	116
HH Spent \$2K+ on Most Recent Home Computer	4	6.2%	103

**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
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	113	63.5%	97
Bought Brewed Coffee at C-Store/30 Days	19	10.7%	85
Bought Cigarettes at C-Store/30 Days	12	6.7%	111
Bought Gas at C-Store/30 Days	78	43.8%	109
Spent \$1-19 at C-Store/30 Days	14	7.9%	116
Spent \$20-39 at C-Store/30 Days	17	9.6%	114
Spent \$40-50 at C-Store/30 Days	9	5.1%	76
Spent \$51-99 at C-Store/30 Days	12	6.7%	120
Spent \$100+ at C-Store/30 Days	37	20.8%	88
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	74	41.6%	94
Went to Live Theater/12 Mo	17	9.6%	110
Went to Bar or Night Club/12 Mo	25	14.0%	79
Dined Out/12 Mo	104	58.4%	104
Gambled at Casino/12 Mo	26	14.6%	123
Visited Theme Park/12 Mo	23	12.9%	82
Viewed Movie (Video-on-Demand)/30 Days	21	11.8%	125
Viewed TV Show (Video-on-Demand)/30 Days	11	6.2%	94
Used Internet to Download Movie/30 Days	13	7.3%	117
Downloaded Individual Song/6 Mo	28	15.7%	81
Used Internet to Watch Movie/30 Days	47	26.4%	77
Used Internet to Watch TV Program/30 Days	31	17.4%	78
Played (Console) Video or Electronic Game/12 Mo	13	7.3%	58
Played (Portable) Video or Electronic Game/12 Mo	5	2.8%	41
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	43	24.2%	66
Used ATM or Cash Machine/12 Mo	107	60.1%	98
Own Any Stock	23	12.9%	87
Own U.S. Savings Bonds	11	6.2%	84
Own Shares in Mutual Fund (Stocks)	26	14.6%	109
Own Shares in Mutual Fund (Bonds)	15	8.4%	101
Have Interest Checking Account	77	43.3%	111
Have Non-Interest Checking Account	65	36.5%	99
Have Savings Account	116	65.2%	90
Have 401(k) Retirement Savings Plan	23	12.9%	53
Own or Used Any Credit/Debit Card/12 Mo	165	92.7%	100
Avg \$1-110 Monthly Credit Card Expenditures	21	11.8%	115
Avg \$111-225 Monthly Credit Card Expenditures	12	6.7%	98
Avg \$226-450 Monthly Credit Card Expenditures	17	9.6%	109
Avg \$451-700 Monthly Credit Card Expenditures	21	11.8%	127
Avg \$701-1000 Monthly Credit Card Expenditures	8	4.5%	58
Avg \$1001-2000 Monthly Credit Card Expenditures	29	16.3%	136
Avg \$2001+ Monthly Credit Card Expenditures	23	12.9%	103
Did Banking Online/12 Mo	102	57.3%	100
Did Banking by Mobile Device/12 Mo	73	41.0%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	61	95.3%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	47	73.4%	95
HH Used Turkey (Fresh or Frozen)/6 Mo	10	15.6%	76
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	35	54.7%	93
HH Used Fresh Fruit or Vegetables/6 Mo	56	87.5%	98
HH Used Fresh Milk/6 Mo	48	75.0%	91
HH Used Organic Food/6 Mo	14	21.9%	86
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	81	45.5%	94
Exercise at Club 2+ Times/Wk	21	11.8%	101
Visited Doctor/12 Mo	151	84.8%	106
Used Vitamins or Dietary Supplements/6 Mo	132	74.2%	112
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	22	34.4%	95
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	18	28.1%	80
HH Purchased Low Ticket HH Furnishing/12 Mo	16	25.0%	111
HH Purchased Big Ticket HH Furnishing/12 Mo	15	23.4%	91
HH Bought Small Kitchen Appliance/12 Mo	19	29.7%	119
HH Bought Large Kitchen Appliance/12 Mo	10	15.6%	97
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	71	39.9%	78
Personally Carry Any Med/Hosp/Accident Insur	160	89.9%	106
Homeowner Carries Home/Personal Property Insurance	109	61.2%	101
Renter Carries Home/Pers Property Insurance	19	10.7%	83
HH Has 1 Vehicle Covered w/Auto Insurance	32	50.0%	156
HH Has 2 Vehicles Covered w/Auto Insurance	15	23.4%	74
HH Has 3+ Vehicles Covered w/Auto Insurance	13	20.3%	78
<b>Pets (Households)</b>			
HH Owns Any Pet	28	43.8%	87
HH Owns Cat	13	20.3%	86
HH Owns Dog	22	34.4%	89
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	29	16.3%	95
Buying American Is Important: 4-Agr Cmpl	64	36.0%	124
Buy Based on Quality Not Price: 4-Agr Cmpl	27	15.2%	105
Buy on Credit Rather Than Wait: 4-Agr Cmpl	25	14.0%	113
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	21	11.8%	116
Will Pay More for Env Safe Prods: 4-Agr Cmpl	16	9.0%	80
Buy Based on Price Not Brands: 4-Agr Cmpl	37	20.8%	78
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	34	19.1%	104
Bought Hardcover Book/12 Mo	40	22.5%	84
Bought Paperback Book/12 Mo	54	30.3%	88
Read Daily Newspaper (Paper Version)	25	14.0%	130
Read Digital Newspaper/30 Days	98	55.1%	94
Read Magazine (Paper/Electronic Vers)/6 Mo	165	92.7%	106

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrnrt/SteakHse/6 Mo	119	66.9%	94
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	47	26.4%	113
Went to Fast Food/Drive-In Restaurant/6 Mo	159	89.3%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	59	33.1%	84
Ordered Eat-In Fast Food/6 Mo	52	29.2%	101
Ordered Home Delivery Fast Food/6 Mo	16	9.0%	70
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	84	47.2%	89
Ordered Take-Out/Walk-In Fast Food/6 Mo	32	18.0%	79
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	100	56.2%	98
Own E-Reader	30	16.9%	107
Own E-Reader/Tablet: Apple iPad	51	28.7%	78
HH Owns Internet Connectable TV	23	35.9%	88
Own Portable MP3 Player	16	9.0%	100
HH Owns 1 TV	13	20.3%	110
HH Owns 2 TVs	18	28.1%	101
HH Owns 3 TVs	14	21.9%	98
HH Owns 4+ TVs	13	20.3%	92
HH Subscribes to Cable TV	26	40.6%	132
HH Subscribes to Fiber Optic TV	2	3.1%	61
HH Owns Portable GPS Device	14	21.9%	118
HH Purchased Video Game System/12 Mo	2	3.1%	40
HH Owns Internet Video Device for TV	32	50.0%	95
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	86	48.3%	83
Took 3+ Domestic Non-Business Trips/12 Mo	26	14.6%	89
Spent \$1-999 on Domestic Vacations/12 Mo	13	7.3%	60
Spent \$1K-1499 on Domestic Vacations/12 Mo	8	4.5%	66
Spent \$1500-1999 on Domestic Vacations/12 Mo	10	5.6%	127
Spent \$2K-2999 on Domestic Vacations/12 Mo	10	5.6%	108
Spent \$3K+ on Domestic Vacations/12 Mo	17	9.6%	99
Used Intrnt Travel Site for Domestic Trip/12 Mo	10	5.6%	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	48	27.0%	89
Took 3+ Foreign Trips by Plane/3 Yrs	8	4.5%	83
Spent \$1-999 on Foreign Vacations/12 Mo	10	5.6%	101
Spent \$1K-2999 on Foreign Vacations/12 Mo	3	1.7%	51
Spent \$3K+ on Foreign Vacations/12 Mo	9	5.1%	85
Used General Travel Site: Foreign Trip/3 Yrs	12	6.7%	120
Spent Night at Hotel or Motel/12 Mo	74	41.6%	82
Took Cruise of More Than One Day/3 Yrs	20	11.2%	132
Member of Frequent Flyer Program	58	32.6%	117
Member of Hotel Rewards Program	54	30.3%	104

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