Demographic Summary	2024	2029
Population	796	771
Population 18+	513	505
Households	355	352
Median Household Income	$52,764	$65,566

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	268	52.2%	83
Bought Women`s Clothing/12 Mo	270	52.6%	101
Bought Shoes/12 Mo	356	69.4%	92
Bought Fine Jewelry/12 Mo	138	26.9%	123
Bought Watch/12 Mo	82	16.0%	121
Automobiles (Households)			
HH Owns or Leases Any Vehicle	274	77.2%	85
HH Bought or Leased New Vehicle/12 Mo	13	3.7%	40
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	413	80.5%	90
Bought or Changed Motor Oil/12 Mo	264	51.5%	96
Had Vehicle Tune-Up/12 Mo	119	23.2%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	252	49.1%	131
Drank Beer or Ale/6 Mo	141	27.5%	72
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	19	3.7%	38
Own Digital SLR Camera or Camcorder	21	4.1%	39
Printed Digital Photos/12 Mo	83	16.2%	62
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	205	40.0%	111
Have a Smartphone	469	91.4%	97
Have Android Phone (Any Brand) Smartphone	264	51.5%	134
Have Apple iPhone Smartphone	213	41.5%	72
HH Owns 1 Cell Phone	134	37.7%	126
HH Owns 2 Cell Phones	120	33.8%	86
HH Owns 3+ Cell Phones	90	25.4%	89
HH Has Cell Phone Only (No Landline Telephone)	246	69.3%	96
Computers (Households)			
HH Owns Computer	236	66.5%	79
HH Owns Desktop Computer	115	32.4%	83
HH Owns Laptop or Notebook	188	53.0%	76
HH Owns Apple/Mac Brand Computer	40	11.3%	46
HH Owns PC/Non-Apple Brand Computer	216	60.8%	87
HH Purchased Most Recent Home Computer at Store	89	25.1%	67
HH Purchased Most Recent Home Computer Online	67	18.9%	69
HH Spent $1-499 on Most Recent Home Computer	55	15.5%	112
HH Spent $500-999 on Most Recent Home Computer	35	9.9%	52
HH Spent $1K-1499 on Most Recent Home Computer	21	5.9%	52
HH Spent $1500-1999 on Most Recent Home Computer	5	1.4%	35
HH Spent $2K+ on Most Recent Home Computer	11	3.1%	51

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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 2024 and 2029.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	358	69.8%	107
Bought Brewed Coffee at C-Store/30 Days	62	12.1%	97
Bought Cigarettes at C-Store/30 Days	66	12.9%	212
Bought Gas at C-Store/30 Days	218	42.5%	106
Spent $1-19 at C-Store/30 Days	24	4.7%	69
Spent $20-39 at C-Store/30 Days	52	10.1%	121
Spent $40-50 at C-Store/30 Days	42	8.2%	123
Spent $51-99 at C-Store/30 Days	37	7.2%	128
Spent $100+ at C-Store/30 Days	140	27.3%	116
Entertainment (Adults)			
Attended Movie/6 Mo	187	36.5%	83
Went to Live Theater/12 Mo	28	5.5%	63
Went to Bar or Night Club/12 Mo	64	12.5%	70
Dined Out/12 Mo	201	39.2%	70
Gambled at Casino/12 Mo	66	12.9%	108
Visited Theme Park/12 Mo	70	13.6%	87
Viewed Movie (Video-on-Demand)/30 Days	43	8.4%	89
Viewed TV Show (Video-on-Demand)/30 Days	29	5.7%	86
Used Internet to Download Movie/30 Days	25	4.9%	78
Downloaded Individual Song/6 Mo	106	20.7%	106
Used Internet to Watch Movie/30 Days	156	30.4%	89
Used Internet to Watch TV Program/30 Days	93	18.1%	81
Played (Console) Video or Electronic Game/12 Mo	57	11.1%	88
Played (Portable) Video or Electronic Game/12 Mo	32	6.2%	91
Financial (Adults)			
Have 1st Home Mortgage	122	23.8%	65
Used ATM or Cash Machine/12 Mo	298	58.1%	95
Own Any Stock	24	4.7%	31
Own U.S. Savings Bonds	16	3.1%	42
Own Shares in Mutual Fund (Stocks)	22	4.3%	32
Own Shares in Mutual Fund (Bonds)	19	3.7%	45
Have Interest Checking Account	131	25.5%	66
Have Non-Interest Checking Account	147	28.7%	78
Have Savings Account	297	57.9%	80
Have 401(k) Retirement Savings Plan	70	13.6%	56
Own or Used Any Credit/Debit Card/12 Mo	432	84.2%	91
Avg $1-110 Monthly Credit Card Expenditures	73	14.2%	139
Avg $111-225 Monthly Credit Card Expenditures	38	7.4%	107
Avg $226-450 Monthly Credit Card Expenditures	49	9.6%	109
Avg $451-700 Monthly Credit Card Expenditures	28	5.5%	59
Avg $701-1000 Monthly Credit Card Expenditures	22	4.3%	55
Avg $1001-2000 Monthly Credit Card Expenditures	31	6.0%	50
Avg $2001+ Monthly Credit Card Expenditures	15	2.9%	23
Did Banking Online/12 Mo	207	40.4%	71
Did Banking by Mobile Device/12 Mo	185	36.1%	75

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	335	94.4%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	254	71.5%	93
HH Used Turkey (Fresh or Frozen)/6 Mo	73	20.6%	99
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	205	57.7%	98
HH Used Fresh Fruit or Vegetables/6 Mo	295	83.1%	93
HH Used Fresh Milk/6 Mo	283	79.7%	97
HH Used Organic Food/6 Mo	66	18.6%	73
Health (Adults)			
Exercise at Home 2+ Times/Wk	205	40.0%	82
Exercise at Club 2+ Times/Wk	41	8.0%	68
Visited Doctor/12 Mo	382	74.5%	93
Used Vitamins or Dietary Supplements/6 Mo	284	55.4%	84
Home (Households)			
HH Did Home Improvement/12 Mo	81	22.8%	63
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	70	19.7%	56
HH Purchased Low Ticket HH Furnishing/12 Mo	68	19.2%	85
HH Purchased Big Ticket HH Furnishing/12 Mo	79	22.3%	86
HH Bought Small Kitchen Appliance/12 Mo	83	23.4%	94
HH Bought Large Kitchen Appliance/12 Mo	40	11.3%	70
Insurance (Adults/Households)			
Currently Carry Life Insurance	245	47.8%	93
Personally Carry Any Med/Hosp/Accident Insur	392	76.4%	90
Homeowner Carries Home/Personal Property Insurance	219	42.7%	71
Renter Carries Home/Pers Property Insurance	80	15.6%	122
HH Has 1 Vehicle Covered w/Auto Insurance	149	42.0%	131
HH Has 2 Vehicles Covered w/Auto Insurance	70	19.7%	63
HH Has 3+ Vehicles Covered w/Auto Insurance	54	15.2%	59
Pets (Households)			
HH Owns Any Pet	132	37.2%	74
HH Owns Cat	55	15.5%	66
HH Owns Dog	107	30.1%	78
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	94	18.3%	107
Buying American Is Important: 4-Agr Cmpl	149	29.0%	100
Buy Based on Quality Not Price: 4-Agr Cmpl	76	14.8%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	61	11.9%	96
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	58	11.3%	111
Will Pay More for Env Safe Prods: 4-Agr Cmpl	64	12.5%	111
Buy Based on Price Not Brands: 4-Agr Cmpl	149	29.0%	109
Reading (Adults)			
Bought Digital Book/12 Mo	65	12.7%	69
Bought Hardcover Book/12 Mo	94	18.3%	68
Bought Paperback Book/12 Mo	134	26.1%	76
Read Daily Newspaper (Paper Version)	61	11.9%	110
Read Digital Newspaper/30 Days	293	57.1%	97
Read Magazine (Paper/Electronic Vers)/6 Mo	435	84.8%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	340	66.3%	93
Went to Family Restrnt/SteakHse 4+ Times/30 Days	123	24.0%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	459	89.5%	98
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	219	42.7%	108
Ordered Eat-In Fast Food/6 Mo	114	22.2%	77
Ordered Home Delivery Fast Food/6 Mo	70	13.6%	106
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	248	48.3%	92
Ordered Take-Out/Walk-In Fast Food/6 Mo	95	18.5%	81
Television & Electronics (Adults/Households)			
Own Tablet	295	57.5%	100
Own E-Reader	49	9.6%	60
Own E-Reader/Tablet: Apple iPad	109	21.2%	58
HH Owns Internet Connectable TV	109	30.7%	75
Own Portable MP3 Player	33	6.4%	72
HH Owns 1 TV	57	16.1%	87
HH Owns 2 TVs	96	27.0%	97
HH Owns 3 TVs	76	21.4%	96
HH Owns 4+ TVs	78	22.0%	99
HH Subscribes to Cable TV	102	28.7%	93
HH Subscribes to Fiber Optic TV	8	2.3%	44
HH Owns Portable GPS Device	49	13.8%	75
HH Purchased Video Game System/12 Mo	22	6.2%	79
HH Owns Internet Video Device for TV	166	46.8%	89
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	200	39.0%	67
Took 3+ Domestic Non-Business Trips/12 Mo	41	8.0%	49
Spent $1-999 on Domestic Vacations/12 Mo	43	8.4%	69
Spent $1K-1499 on Domestic Vacations/12 Mo	23	4.5%	66
Spent $1500-1999 on Domestic Vacations/12 Mo	8	1.6%	35
Spent $2K-2999 on Domestic Vacations/12 Mo	13	2.5%	49
Spent $3K+ on Domestic Vacations/12 Mo	13	2.5%	26
Used Intrnt Travel Site for Domestic Trip/12 Mo	19	3.7%	59
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	93	18.1%	60
Took 3+ Foreign Trips by Plane/3 Yrs	12	2.3%	43
Spent $1-999 on Foreign Vacations/12 Mo	17	3.3%	59
Spent $1K-2999 on Foreign Vacations/12 Mo	12	2.3%	70
Spent $3K+ on Foreign Vacations/12 Mo	15	2.9%	49
Used General Travel Site: Foreign Trip/3 Yrs	14	2.7%	49
Spent Night at Hotel or Motel/12 Mo	194	37.8%	75
Took Cruise of More Than One Day/3 Yrs	33	6.4%	76
Member of Frequent Flyer Program	64	12.5%	45
Member of Hotel Rewards Program	97	18.9%	65

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