

Demographic Summary	2024	2029
Population	3,386	3,534
Population 18+	2,504	2,714
Households	1,245	1,317
Median Household Income	\$90,559	\$105,379

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	1,635	65.3%	104
Bought Women`s Clothing/12 Mo	1,300	51.9%	99
Bought Shoes/12 Mo	1,937	77.4%	103
Bought Fine Jewelry/12 Mo	515	20.6%	94
Bought Watch/12 Mo	274	10.9%	83
Automobiles (Households)			
HH Owns or Leases Any Vehicle	1,176	94.5%	104
HH Bought or Leased New Vehicle/12 Mo	111	8.9%	96
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	2,335	93.3%	104
Bought or Changed Motor Oil/12 Mo	1,514	60.5%	113
Had Vehicle Tune-Up/12 Mo	607	24.2%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	1,013	40.5%	108
Drank Beer or Ale/6 Mo	896	35.8%	94
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	244	9.7%	100
Own Digital SLR Camera or Camcorder	288	11.5%	111
Printed Digital Photos/12 Mo	719	28.7%	110
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	886	35.4%	98
Have a Smartphone	2,356	94.1%	100
Have Android Phone (Any Brand) Smartphone	1,063	42.5%	110
Have Apple iPhone Smartphone	1,345	53.7%	94
HH Owns 1 Cell Phone	288	23.1%	77
HH Owns 2 Cell Phones	519	41.7%	106
HH Owns 3+ Cell Phones	416	33.4%	117
HH Has Cell Phone Only (No Landline Telephone)	946	76.0%	105
Computers (Households)			
HH Owns Computer	1,031	82.8%	99
HH Owns Desktop Computer	478	38.4%	99
HH Owns Laptop or Notebook	848	68.1%	98
HH Owns Apple/Mac Brand Computer	245	19.7%	80
HH Owns PC/Non-Apple Brand Computer	899	72.2%	103
HH Purchased Most Recent Home Computer at Store	480	38.6%	104
HH Purchased Most Recent Home Computer Online	331	26.6%	97
HH Spent \$1-499 on Most Recent Home Computer	207	16.6%	120
HH Spent \$500-999 on Most Recent Home Computer	229	18.4%	97
HH Spent \$1K-1499 on Most Recent Home Computer	133	10.7%	94
HH Spent \$1500-1999 on Most Recent Home Computer	45	3.6%	89
HH Spent \$2K+ on Most Recent Home Computer	65	5.2%	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.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	1,750	69.9%	107
Bought Brewed Coffee at C-Store/30 Days	284	11.3%	91
Bought Cigarettes at C-Store/30 Days	211	8.4%	139
Bought Gas at C-Store/30 Days	1,239	49.5%	123
Spent \$1-19 at C-Store/30 Days	148	5.9%	87
Spent \$20-39 at C-Store/30 Days	211	8.4%	101
Spent \$40-50 at C-Store/30 Days	178	7.1%	107
Spent \$51-99 at C-Store/30 Days	163	6.5%	115
Spent \$100+ at C-Store/30 Days	743	29.7%	126
Entertainment (Adults)			
Attended Movie/6 Mo	1,014	40.5%	92
Went to Live Theater/12 Mo	182	7.3%	83
Went to Bar or Night Club/12 Mo	360	14.4%	81
Dined Out/12 Mo	1,465	58.5%	105
Gambled at Casino/12 Mo	284	11.3%	95
Visited Theme Park/12 Mo	393	15.7%	100
Viewed Movie (Video-on-Demand)/30 Days	182	7.3%	77
Viewed TV Show (Video-on-Demand)/30 Days	142	5.7%	86
Used Internet to Download Movie/30 Days	140	5.6%	89
Downloaded Individual Song/6 Mo	504	20.1%	103
Used Internet to Watch Movie/30 Days	753	30.1%	88
Used Internet to Watch TV Program/30 Days	516	20.6%	92
Played (Console) Video or Electronic Game/12 Mo	300	12.0%	95
Played (Portable) Video or Electronic Game/12 Mo	192	7.7%	111
Financial (Adults)			
Have 1st Home Mortgage	1,003	40.1%	110
Used ATM or Cash Machine/12 Mo	1,530	61.1%	99
Own Any Stock	311	12.4%	83
Own U.S. Savings Bonds	168	6.7%	91
Own Shares in Mutual Fund (Stocks)	286	11.4%	85
Own Shares in Mutual Fund (Bonds)	179	7.1%	86
Have Interest Checking Account	1,026	41.0%	105
Have Non-Interest Checking Account	972	38.8%	105
Have Savings Account	1,818	72.6%	100
Have 401(k) Retirement Savings Plan	619	24.7%	101
Own or Used Any Credit/Debit Card/12 Mo	2,319	92.6%	100
Avg \$1-110 Monthly Credit Card Expenditures	291	11.6%	114
Avg \$111-225 Monthly Credit Card Expenditures	180	7.2%	104
Avg \$226-450 Monthly Credit Card Expenditures	213	8.5%	97
Avg \$451-700 Monthly Credit Card Expenditures	242	9.7%	104
Avg \$701-1000 Monthly Credit Card Expenditures	189	7.5%	97
Avg \$1001-2000 Monthly Credit Card Expenditures	255	10.2%	85
Avg \$2001+ Monthly Credit Card Expenditures	301	12.0%	96
Did Banking Online/12 Mo	1,446	57.7%	101
Did Banking by Mobile Device/12 Mo	1,232	49.2%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	1,196	96.1%	102
HH Used Chicken (Fresh or Frozen)/6 Mo	998	80.2%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	264	21.2%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	688	55.3%	94
HH Used Fresh Fruit or Vegetables/6 Mo	1,103	88.6%	100
HH Used Fresh Milk/6 Mo	1,078	86.6%	105
HH Used Organic Food/6 Mo	254	20.4%	80
Health (Adults)			
Exercise at Home 2+ Times/Wk	1,088	43.5%	90
Exercise at Club 2+ Times/Wk	228	9.1%	78
Visited Doctor/12 Mo	2,021	80.7%	101
Used Vitamins or Dietary Supplements/6 Mo	1,677	67.0%	101
Home (Households)			
HH Did Home Improvement/12 Mo	506	40.6%	112
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	405	32.5%	93
HH Purchased Low Ticket HH Furnishing/12 Mo	271	21.8%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	323	25.9%	101
HH Bought Small Kitchen Appliance/12 Mo	317	25.5%	102
HH Bought Large Kitchen Appliance/12 Mo	207	16.6%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	1,421	56.7%	111
Personally Carry Any Med/Hosp/Accident Insur	2,155	86.1%	101
Homeowner Carries Home/Personal Property Insurance	1,710	68.3%	113
Renter Carries Home/Pers Property Insurance	233	9.3%	73
HH Has 1 Vehicle Covered w/Auto Insurance	329	26.4%	82
HH Has 2 Vehicles Covered w/Auto Insurance	383	30.8%	98
HH Has 3+ Vehicles Covered w/Auto Insurance	450	36.1%	139
Pets (Households)			
HH Owns Any Pet	835	67.1%	133
HH Owns Cat	385	30.9%	132
HH Owns Dog	703	56.5%	147
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	351	14.0%	82
Buying American Is Important: 4-Agr Cmpl	949	37.9%	130
Buy Based on Quality Not Price: 4-Agr Cmpl	303	12.1%	83
Buy on Credit Rather Than Wait: 4-Agr Cmpl	291	11.6%	93
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	267	10.7%	105
Will Pay More for Env Safe Prods: 4-Agr Cmpl	205	8.2%	73
Buy Based on Price Not Brands: 4-Agr Cmpl	626	25.0%	94
Reading (Adults)			
Bought Digital Book/12 Mo	430	17.2%	94
Bought Hardcover Book/12 Mo	673	26.9%	100
Bought Paperback Book/12 Mo	848	33.9%	98
Read Daily Newspaper (Paper Version)	174	6.9%	64
Read Digital Newspaper/30 Days	1,234	49.3%	84
Read Magazine (Paper/Electronic Vers)/6 Mo	2,134	85.2%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	1,893	75.6%	106
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	609	24.3%	104
Went to Fast Food/Drive-In Restaurant/6 Mo	2,323	92.8%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,144	45.7%	115
Ordered Eat-In Fast Food/6 Mo	843	33.7%	117
Ordered Home Delivery Fast Food/6 Mo	270	10.8%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	1,512	60.4%	115
Ordered Take-Out/Walk-In Fast Food/6 Mo	539	21.5%	95
Television & Electronics (Adults/Households)			
Own Tablet	1,353	54.0%	94
Own E-Reader	366	14.6%	92
Own E-Reader/Tablet: Apple iPad	803	32.1%	88
HH Owns Internet Connectable TV	535	43.0%	105
Own Portable MP3 Player	222	8.9%	99
HH Owns 1 TV	174	14.0%	76
HH Owns 2 TVs	346	27.8%	100
HH Owns 3 TVs	275	22.1%	99
HH Owns 4+ TVs	342	27.5%	124
HH Subscribes to Cable TV	289	23.2%	75
HH Subscribes to Fiber Optic TV	38	3.1%	60
HH Owns Portable GPS Device	255	20.5%	111
HH Purchased Video Game System/12 Mo	85	6.8%	88
HH Owns Internet Video Device for TV	685	55.0%	104
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	1,505	60.1%	103
Took 3+ Domestic Non-Business Trips/12 Mo	454	18.1%	111
Spent \$1-999 on Domestic Vacations/12 Mo	295	11.8%	96
Spent \$1K-1499 on Domestic Vacations/12 Mo	194	7.7%	113
Spent \$1500-1999 on Domestic Vacations/12 Mo	113	4.5%	102
Spent \$2K-2999 on Domestic Vacations/12 Mo	136	5.4%	104
Spent \$3K+ on Domestic Vacations/12 Mo	256	10.2%	106
Used Intrnt Travel Site for Domestic Trip/12 Mo	159	6.3%	101
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	599	23.9%	79
Took 3+ Foreign Trips by Plane/3 Yrs	89	3.6%	65
Spent \$1-999 on Foreign Vacations/12 Mo	115	4.6%	82
Spent \$1K-2999 on Foreign Vacations/12 Mo	68	2.7%	81
Spent \$3K+ on Foreign Vacations/12 Mo	121	4.8%	81
Used General Travel Site: Foreign Trip/3 Yrs	90	3.6%	64
Spent Night at Hotel or Motel/12 Mo	1,349	53.9%	106
Took Cruise of More Than One Day/3 Yrs	221	8.8%	104
Member of Frequent Flyer Program	558	22.3%	80
Member of Hotel Rewards Program	742	29.6%	102

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Demographic Summary	2024	2029
Population	6,869	7,108
Population 18+	5,139	5,487
Households	2,485	2,608
Median Household Income	\$81,304	\$100,228

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	3,337	64.9%	103
Bought Women`s Clothing/12 Mo	2,672	52.0%	100
Bought Shoes/12 Mo	3,954	76.9%	102
Bought Fine Jewelry/12 Mo	1,076	20.9%	96
Bought Watch/12 Mo	596	11.6%	87
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,346	94.4%	104
HH Bought or Leased New Vehicle/12 Mo	225	9.1%	98
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	4,801	93.4%	104
Bought or Changed Motor Oil/12 Mo	3,090	60.1%	112
Had Vehicle Tune-Up/12 Mo	1,245	24.2%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,087	40.6%	109
Drank Beer or Ale/6 Mo	1,827	35.6%	93
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	497	9.7%	99
Own Digital SLR Camera or Camcorder	571	11.1%	107
Printed Digital Photos/12 Mo	1,443	28.1%	108
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	1,839	35.8%	99
Have a Smartphone	4,837	94.1%	100
Have Android Phone (Any Brand) Smartphone	2,169	42.2%	110
Have Apple iPhone Smartphone	2,769	53.9%	94
HH Owns 1 Cell Phone	582	23.4%	78
HH Owns 2 Cell Phones	1,040	41.9%	106
HH Owns 3+ Cell Phones	810	32.6%	114
HH Has Cell Phone Only (No Landline Telephone)	1,861	74.9%	104
Computers (Households)			
HH Owns Computer	2,043	82.2%	98
HH Owns Desktop Computer	947	38.1%	98
HH Owns Laptop or Notebook	1,680	67.6%	98
HH Owns Apple/Mac Brand Computer	482	19.4%	78
HH Owns PC/Non-Apple Brand Computer	1,786	71.9%	103
HH Purchased Most Recent Home Computer at Store	946	38.1%	102
HH Purchased Most Recent Home Computer Online	653	26.3%	96
HH Spent \$1-499 on Most Recent Home Computer	403	16.2%	117
HH Spent \$500-999 on Most Recent Home Computer	458	18.4%	97
HH Spent \$1K-1499 on Most Recent Home Computer	258	10.4%	91
HH Spent \$1500-1999 on Most Recent Home Computer	88	3.5%	88
HH Spent \$2K+ on Most Recent Home Computer	128	5.2%	85

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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	3,607	70.2%	108
Bought Brewed Coffee at C-Store/30 Days	597	11.6%	93
Bought Cigarettes at C-Store/30 Days	426	8.3%	137
Bought Gas at C-Store/30 Days	2,538	49.4%	123
Spent \$1-19 at C-Store/30 Days	306	6.0%	88
Spent \$20-39 at C-Store/30 Days	423	8.2%	99
Spent \$40-50 at C-Store/30 Days	364	7.1%	106
Spent \$51-99 at C-Store/30 Days	328	6.4%	113
Spent \$100+ at C-Store/30 Days	1,532	29.8%	126
Entertainment (Adults)			
Attended Movie/6 Mo	2,082	40.5%	92
Went to Live Theater/12 Mo	370	7.2%	83
Went to Bar or Night Club/12 Mo	743	14.5%	82
Dined Out/12 Mo	2,979	58.0%	104
Gambled at Casino/12 Mo	588	11.4%	96
Visited Theme Park/12 Mo	799	15.5%	99
Viewed Movie (Video-on-Demand)/30 Days	401	7.8%	83
Viewed TV Show (Video-on-Demand)/30 Days	291	5.7%	86
Used Internet to Download Movie/30 Days	284	5.5%	88
Downloaded Individual Song/6 Mo	1,031	20.1%	103
Used Internet to Watch Movie/30 Days	1,540	30.0%	88
Used Internet to Watch TV Program/30 Days	1,052	20.5%	91
Played (Console) Video or Electronic Game/12 Mo	622	12.1%	96
Played (Portable) Video or Electronic Game/12 Mo	398	7.7%	112
Financial (Adults)			
Have 1st Home Mortgage	2,041	39.7%	109
Used ATM or Cash Machine/12 Mo	3,130	60.9%	99
Own Any Stock	636	12.4%	83
Own U.S. Savings Bonds	348	6.8%	92
Own Shares in Mutual Fund (Stocks)	600	11.7%	87
Own Shares in Mutual Fund (Bonds)	377	7.3%	88
Have Interest Checking Account	2,096	40.8%	105
Have Non-Interest Checking Account	1,990	38.7%	105
Have Savings Account	3,719	72.4%	100
Have 401(k) Retirement Savings Plan	1,251	24.3%	100
Own or Used Any Credit/Debit Card/12 Mo	4,760	92.6%	100
Avg \$1-110 Monthly Credit Card Expenditures	582	11.3%	111
Avg \$111-225 Monthly Credit Card Expenditures	390	7.6%	110
Avg \$226-450 Monthly Credit Card Expenditures	445	8.7%	99
Avg \$451-700 Monthly Credit Card Expenditures	477	9.3%	100
Avg \$701-1000 Monthly Credit Card Expenditures	374	7.3%	93
Avg \$1001-2000 Monthly Credit Card Expenditures	523	10.2%	85
Avg \$2001+ Monthly Credit Card Expenditures	598	11.6%	93
Did Banking Online/12 Mo	2,956	57.5%	101
Did Banking by Mobile Device/12 Mo	2,503	48.7%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	2,383	95.9%	102
HH Used Chicken (Fresh or Frozen)/6 Mo	1,989	80.0%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	525	21.1%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,391	56.0%	95
HH Used Fresh Fruit or Vegetables/6 Mo	2,199	88.5%	100
HH Used Fresh Milk/6 Mo	2,142	86.2%	105
HH Used Organic Food/6 Mo	501	20.2%	79
Health (Adults)			
Exercise at Home 2+ Times/Wk	2,247	43.7%	90
Exercise at Club 2+ Times/Wk	474	9.2%	79
Visited Doctor/12 Mo	4,139	80.5%	101
Used Vitamins or Dietary Supplements/6 Mo	3,435	66.8%	101
Home (Households)			
HH Did Home Improvement/12 Mo	1,005	40.4%	111
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	809	32.6%	93
HH Purchased Low Ticket HH Furnishing/12 Mo	539	21.7%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	650	26.2%	101
HH Bought Small Kitchen Appliance/12 Mo	637	25.6%	103
HH Bought Large Kitchen Appliance/12 Mo	414	16.7%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,900	56.4%	110
Personally Carry Any Med/Hosp/Accident Insur	4,432	86.2%	101
Homeowner Carries Home/Personal Property Insurance	3,502	68.1%	113
Renter Carries Home/Pers Property Insurance	481	9.4%	73
HH Has 1 Vehicle Covered w/Auto Insurance	672	27.0%	84
HH Has 2 Vehicles Covered w/Auto Insurance	773	31.1%	99
HH Has 3+ Vehicles Covered w/Auto Insurance	875	35.2%	136
Pets (Households)			
HH Owns Any Pet	1,638	65.9%	130
HH Owns Cat	760	30.6%	130
HH Owns Dog	1,379	55.5%	144
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	729	14.2%	83
Buying American Is Important: 4-Agr Cmpl	1,923	37.4%	129
Buy Based on Quality Not Price: 4-Agr Cmpl	639	12.4%	86
Buy on Credit Rather Than Wait: 4-Agr Cmpl	606	11.8%	95
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	529	10.3%	101
Will Pay More for Env Safe Prods: 4-Agr Cmpl	429	8.3%	74
Buy Based on Price Not Brands: 4-Agr Cmpl	1,311	25.5%	96
Reading (Adults)			
Bought Digital Book/12 Mo	889	17.3%	95
Bought Hardcover Book/12 Mo	1,385	27.0%	100
Bought Paperback Book/12 Mo	1,728	33.6%	98
Read Daily Newspaper (Paper Version)	387	7.5%	70
Read Digital Newspaper/30 Days	2,575	50.1%	85
Read Magazine (Paper/Electronic Vers)/6 Mo	4,358	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 Restrnrt/SteakHse/6 Mo	3,874	75.4%	106
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	1,256	24.4%	105
Went to Fast Food/Drive-In Restaurant/6 Mo	4,767	92.8%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,328	45.3%	114
Ordered Eat-In Fast Food/6 Mo	1,706	33.2%	115
Ordered Home Delivery Fast Food/6 Mo	558	10.9%	84
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	3,101	60.3%	114
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,079	21.0%	92
Television & Electronics (Adults/Households)			
Own Tablet	2,798	54.4%	95
Own E-Reader	742	14.4%	91
Own E-Reader/Tablet: Apple iPad	1,666	32.4%	89
HH Owns Internet Connectable TV	1,055	42.5%	103
Own Portable MP3 Player	457	8.9%	99
HH Owns 1 TV	354	14.2%	77
HH Owns 2 TVs	674	27.1%	97
HH Owns 3 TVs	566	22.8%	102
HH Owns 4+ TVs	676	27.2%	123
HH Subscribes to Cable TV	575	23.1%	75
HH Subscribes to Fiber Optic TV	75	3.0%	59
HH Owns Portable GPS Device	510	20.5%	111
HH Purchased Video Game System/12 Mo	166	6.7%	86
HH Owns Internet Video Device for TV	1,347	54.2%	103
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	3,073	59.8%	102
Took 3+ Domestic Non-Business Trips/12 Mo	922	17.9%	110
Spent \$1-999 on Domestic Vacations/12 Mo	616	12.0%	98
Spent \$1K-1499 on Domestic Vacations/12 Mo	383	7.5%	109
Spent \$1500-1999 on Domestic Vacations/12 Mo	222	4.3%	97
Spent \$2K-2999 on Domestic Vacations/12 Mo	285	5.5%	106
Spent \$3K+ on Domestic Vacations/12 Mo	519	10.1%	104
Used Intrnt Travel Site for Domestic Trip/12 Mo	312	6.1%	97
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,223	23.8%	79
Took 3+ Foreign Trips by Plane/3 Yrs	179	3.5%	64
Spent \$1-999 on Foreign Vacations/12 Mo	236	4.6%	82
Spent \$1K-2999 on Foreign Vacations/12 Mo	137	2.7%	80
Spent \$3K+ on Foreign Vacations/12 Mo	246	4.8%	80
Used General Travel Site: Foreign Trip/3 Yrs	189	3.7%	66
Spent Night at Hotel or Motel/12 Mo	2,735	53.2%	105
Took Cruise of More Than One Day/3 Yrs	448	8.7%	103
Member of Frequent Flyer Program	1,139	22.2%	80
Member of Hotel Rewards Program	1,511	29.4%	101

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.

Demographic Summary	2024	2029
Population	27,507	26,895
Population 18+	21,312	21,315
Households	10,942	10,993
Median Household Income	\$63,744	\$76,374

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	13,153	61.7%	98
Bought Women`s Clothing/12 Mo	11,224	52.7%	101
Bought Shoes/12 Mo	16,033	75.2%	100
Bought Fine Jewelry/12 Mo	4,780	22.4%	103
Bought Watch/12 Mo	2,864	13.4%	101
Automobiles (Households)			
HH Owns or Leases Any Vehicle	9,991	91.3%	101
HH Bought or Leased New Vehicle/12 Mo	900	8.2%	89
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	19,508	91.5%	102
Bought or Changed Motor Oil/12 Mo	12,435	58.3%	109
Had Vehicle Tune-Up/12 Mo	5,061	23.7%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	9,038	42.4%	113
Drank Beer or Ale/6 Mo	7,279	34.2%	89
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,919	9.0%	92
Own Digital SLR Camera or Camcorder	1,865	8.8%	84
Printed Digital Photos/12 Mo	5,384	25.3%	97
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	8,104	38.0%	105
Have a Smartphone	20,012	93.9%	100
Have Android Phone (Any Brand) Smartphone	9,611	45.1%	117
Have Apple iPhone Smartphone	10,820	50.8%	88
HH Owns 1 Cell Phone	3,115	28.5%	95
HH Owns 2 Cell Phones	4,270	39.0%	99
HH Owns 3+ Cell Phones	3,264	29.8%	104
HH Has Cell Phone Only (No Landline Telephone)	7,942	72.6%	101
Computers (Households)			
HH Owns Computer	8,620	78.8%	94
HH Owns Desktop Computer	3,917	35.8%	92
HH Owns Laptop or Notebook	7,094	64.8%	94
HH Owns Apple/Mac Brand Computer	2,015	18.4%	74
HH Owns PC/Non-Apple Brand Computer	7,531	68.8%	98
HH Purchased Most Recent Home Computer at Store	3,848	35.2%	94
HH Purchased Most Recent Home Computer Online	2,692	24.6%	90
HH Spent \$1-499 on Most Recent Home Computer	1,670	15.3%	111
HH Spent \$500-999 on Most Recent Home Computer	1,934	17.7%	93
HH Spent \$1K-1499 on Most Recent Home Computer	957	8.7%	77
HH Spent \$1500-1999 on Most Recent Home Computer	346	3.2%	78
HH Spent \$2K+ on Most Recent Home Computer	494	4.5%	74

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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.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	15,059	70.7%	109
Bought Brewed Coffee at C-Store/30 Days	2,577	12.1%	97
Bought Cigarettes at C-Store/30 Days	1,815	8.5%	140
Bought Gas at C-Store/30 Days	10,384	48.7%	122
Spent \$1-19 at C-Store/30 Days	1,234	5.8%	85
Spent \$20-39 at C-Store/30 Days	1,703	8.0%	96
Spent \$40-50 at C-Store/30 Days	1,501	7.0%	106
Spent \$51-99 at C-Store/30 Days	1,384	6.5%	115
Spent \$100+ at C-Store/30 Days	6,314	29.6%	126
Entertainment (Adults)			
Attended Movie/6 Mo	8,417	39.5%	90
Went to Live Theater/12 Mo	1,382	6.5%	74
Went to Bar or Night Club/12 Mo	3,174	14.9%	84
Dined Out/12 Mo	11,455	53.7%	96
Gambled at Casino/12 Mo	2,505	11.8%	99
Visited Theme Park/12 Mo	3,110	14.6%	93
Viewed Movie (Video-on-Demand)/30 Days	1,705	8.0%	85
Viewed TV Show (Video-on-Demand)/30 Days	1,177	5.5%	84
Used Internet to Download Movie/30 Days	1,163	5.5%	87
Downloaded Individual Song/6 Mo	4,178	19.6%	101
Used Internet to Watch Movie/30 Days	6,342	29.8%	87
Used Internet to Watch TV Program/30 Days	4,261	20.0%	89
Played (Console) Video or Electronic Game/12 Mo	2,673	12.5%	99
Played (Portable) Video or Electronic Game/12 Mo	1,593	7.5%	109
Financial (Adults)			
Have 1st Home Mortgage	7,447	34.9%	96
Used ATM or Cash Machine/12 Mo	12,827	60.2%	98
Own Any Stock	2,280	10.7%	72
Own U.S. Savings Bonds	1,295	6.1%	82
Own Shares in Mutual Fund (Stocks)	2,262	10.6%	79
Own Shares in Mutual Fund (Bonds)	1,338	6.3%	76
Have Interest Checking Account	7,802	36.6%	94
Have Non-Interest Checking Account	8,053	37.8%	102
Have Savings Account	14,678	68.9%	95
Have 401(k) Retirement Savings Plan	4,818	22.6%	93
Own or Used Any Credit/Debit Card/12 Mo	19,600	92.0%	99
Avg \$1-110 Monthly Credit Card Expenditures	2,506	11.8%	115
Avg \$111-225 Monthly Credit Card Expenditures	1,862	8.7%	127
Avg \$226-450 Monthly Credit Card Expenditures	2,007	9.4%	107
Avg \$451-700 Monthly Credit Card Expenditures	1,848	8.7%	93
Avg \$701-1000 Monthly Credit Card Expenditures	1,342	6.3%	81
Avg \$1001-2000 Monthly Credit Card Expenditures	1,976	9.3%	77
Avg \$2001+ Monthly Credit Card Expenditures	1,869	8.8%	70
Did Banking Online/12 Mo	11,549	54.2%	95
Did Banking by Mobile Device/12 Mo	9,968	46.8%	97

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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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	10,392	95.0%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	8,597	78.6%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	2,273	20.8%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	6,402	58.5%	100
HH Used Fresh Fruit or Vegetables/6 Mo	9,607	87.8%	99
HH Used Fresh Milk/6 Mo	9,153	83.7%	102
HH Used Organic Food/6 Mo	2,219	20.3%	80
Health (Adults)			
Exercise at Home 2+ Times/Wk	9,303	43.7%	90
Exercise at Club 2+ Times/Wk	2,059	9.7%	83
Visited Doctor/12 Mo	16,847	79.0%	99
Used Vitamins or Dietary Supplements/6 Mo	13,864	65.1%	98
Home (Households)			
HH Did Home Improvement/12 Mo	4,040	36.9%	102
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	3,308	30.2%	86
HH Purchased Low Ticket HH Furnishing/12 Mo	2,327	21.3%	95
HH Purchased Big Ticket HH Furnishing/12 Mo	2,694	24.6%	95
HH Bought Small Kitchen Appliance/12 Mo	2,726	24.9%	100
HH Bought Large Kitchen Appliance/12 Mo	1,786	16.3%	102
Insurance (Adults/Households)			
Currently Carry Life Insurance	11,452	53.7%	105
Personally Carry Any Med/Hosp/Accident Insur	18,041	84.7%	99
Homeowner Carries Home/Personal Property Insurance	13,209	62.0%	102
Renter Carries Home/Pers Property Insurance	2,437	11.4%	89
HH Has 1 Vehicle Covered w/Auto Insurance	3,448	31.5%	98
HH Has 2 Vehicles Covered w/Auto Insurance	3,319	30.3%	96
HH Has 3+ Vehicles Covered w/Auto Insurance	3,123	28.5%	110
Pets (Households)			
HH Owns Any Pet	6,179	56.5%	112
HH Owns Cat	2,974	27.2%	116
HH Owns Dog	5,024	45.9%	119
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	3,153	14.8%	87
Buying American Is Important: 4-Agr Cmpl	7,280	34.2%	117
Buy Based on Quality Not Price: 4-Agr Cmpl	2,968	13.9%	96
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,582	12.1%	97
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	2,084	9.8%	96
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,978	9.3%	82
Buy Based on Price Not Brands: 4-Agr Cmpl	5,849	27.4%	103
Reading (Adults)			
Bought Digital Book/12 Mo	3,512	16.5%	90
Bought Hardcover Book/12 Mo	5,390	25.3%	94
Bought Paperback Book/12 Mo	6,799	31.9%	93
Read Daily Newspaper (Paper Version)	1,966	9.2%	85
Read Digital Newspaper/30 Days	11,086	52.0%	89
Read Magazine (Paper/Electronic Vers)/6 Mo	18,024	84.6%	97

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Retail Market Potential

1533 Highway 171, Stonewall, Louisiana, 71078
Drive time: 15 minute radius

Prepared by Esri
Latitude: 32.26274
Longitude: -93.82283

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	15,793	74.1%	104
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	5,345	25.1%	108
Went to Fast Food/Drive-In Restaurant/6 Mo	19,634	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	9,545	44.8%	113
Ordered Eat-In Fast Food/6 Mo	6,498	30.5%	106
Ordered Home Delivery Fast Food/6 Mo	2,642	12.4%	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	12,305	57.7%	109
Ordered Take-Out/Walk-In Fast Food/6 Mo	4,343	20.4%	90
Television & Electronics (Adults/Households)			
Own Tablet	11,560	54.2%	95
Own E-Reader	2,862	13.4%	85
Own E-Reader/Tablet: Apple iPad	6,500	30.5%	83
HH Owns Internet Connectable TV	4,415	40.3%	98
Own Portable MP3 Player	1,801	8.5%	94
HH Owns 1 TV	1,681	15.4%	83
HH Owns 2 TVs	2,867	26.2%	94
HH Owns 3 TVs	2,523	23.1%	103
HH Owns 4+ TVs	2,798	25.6%	115
HH Subscribes to Cable TV	2,770	25.3%	82
HH Subscribes to Fiber Optic TV	357	3.3%	64
HH Owns Portable GPS Device	2,118	19.4%	104
HH Purchased Video Game System/12 Mo	762	7.0%	89
HH Owns Internet Video Device for TV	5,666	51.8%	98
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	11,710	54.9%	94
Took 3+ Domestic Non-Business Trips/12 Mo	3,316	15.6%	95
Spent \$1-999 on Domestic Vacations/12 Mo	2,486	11.7%	95
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,419	6.7%	97
Spent \$1500-1999 on Domestic Vacations/12 Mo	841	3.9%	89
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,049	4.9%	94
Spent \$3K+ on Domestic Vacations/12 Mo	1,722	8.1%	84
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,158	5.4%	87
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	4,680	22.0%	73
Took 3+ Foreign Trips by Plane/3 Yrs	634	3.0%	55
Spent \$1-999 on Foreign Vacations/12 Mo	901	4.2%	76
Spent \$1K-2999 on Foreign Vacations/12 Mo	525	2.5%	74
Spent \$3K+ on Foreign Vacations/12 Mo	815	3.8%	64
Used General Travel Site: Foreign Trip/3 Yrs	732	3.4%	61
Spent Night at Hotel or Motel/12 Mo	10,395	48.8%	96
Took Cruise of More Than One Day/3 Yrs	1,724	8.1%	95
Member of Frequent Flyer Program	4,178	19.6%	70
Member of Hotel Rewards Program	5,667	26.6%	91

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