



Demographic Summary		2019	2024
Population		6,151	5,976
Population 18+		4,855	4,668
Households		2,574	2,505
Median Household Income		\$54,611	\$60,141

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	2,345	48.3%	102
Bought any women's clothing in last 12 months	2,057	42.4%	99
Bought clothing for child <13 years in last 6 months	1,169	24.1%	90
Bought any shoes in last 12 months	2,517	51.8%	99
Bought costume jewelry in last 12 months	581	12.0%	69
Bought any fine jewelry in last 12 months	756	15.6%	87
Bought a watch in last 12 months	748	15.4%	99
Automobiles (Households)			
HH owns/leases any vehicle	2,249	87.4%	102
HH bought/leased new vehicle last 12 months	177	6.9%	70
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,209	86.7%	101
Bought/changed motor oil in last 12 months	2,601	53.6%	113
Had tune-up in last 12 months	1,133	23.3%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,131	64.5%	90
Drank regular cola in last 6 months	2,286	47.1%	106
Drank beer/ale in last 6 months	2,071	42.7%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	605	12.5%	124
Own digital SLR camera/camcorder	287	5.9%	75
Printed digital photos in last 12 months	1,030	21.2%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,614	33.2%	96
Have a smartphone	3,522	72.5%	87
Have a smartphone: Android phone (any brand)	1,871	38.5%	95
Have a smartphone: Apple iPhone	1,474	30.4%	73
Number of cell phones in household: 1	890	34.6%	113
Number of cell phones in household: 2	1,007	39.1%	101
Number of cell phones in household: 3+	537	20.9%	74
HH has cell phone only (no landline telephone)	1,254	48.7%	87
Computers (Households)			
HH owns a computer	1,680	65.3%	89
HH owns desktop computer	862	33.5%	91
HH owns laptop/notebook	1,272	49.4%	87
HH owns any Apple/Mac brand computer	257	10.0%	55
HH owns any PC/non-Apple brand computer	1,505	58.5%	95
HH purchased most recent computer in a store	952	37.0%	102
HH purchased most recent computer online	292	11.3%	83
Spent <\$1-499 on most recent home computer	521	20.2%	138
Spent \$500-\$999 on most recent home computer	395	15.3%	91
Spent \$1,000-\$1,499 on most recent home computer	196	7.6%	79
Spent \$1,500-\$1,999 on most recent home computer	64	2.5%	56
Spent \$2,000+ on most recent home computer	78	3.0%	77

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.



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	3,116	64.2%	101
Bought brewed coffee at convenience store in last 30 days	697	14.4%	103
Bought cigarettes at convenience store in last 30 days	633	13.0%	121
Bought gas at convenience store in last 30 days	1,981	40.8%	109
Spent at convenience store in last 30 days: <\$1-19	283	5.8%	85
Spent at convenience store in last 30 days: \$20-\$39	524	10.8%	114
Spent at convenience store in last 30 days: \$40-\$50	409	8.4%	102
Spent at convenience store in last 30 days: \$51-\$99	314	6.5%	117
Spent at convenience store in last 30 days: \$100+	1,166	24.0%	108
Entertainment (Adults)			
Attended a movie in last 6 months	2,258	46.5%	79
Went to live theater in last 12 months	341	7.0%	64
Went to a bar/night club in last 12 months	720	14.8%	86
Dined out in last 12 months	2,520	51.9%	100
Gambled at a casino in last 12 months	556	11.5%	87
Visited a theme park in last 12 months	635	13.1%	69
Viewed movie (video-on-demand) in last 30 days	521	10.7%	61
Viewed TV show (video-on-demand) in last 30 days	427	8.8%	70
Watched any pay-per-view TV in last 12 months	430	8.9%	90
Downloaded a movie over the Internet in last 30 days	295	6.1%	63
Downloaded any individual song in last 6 months	658	13.6%	71
Watched a movie online in the last 30 days	903	18.6%	69
Watched a TV program online in last 30 days	645	13.3%	70
Played a video/electronic game (console) in last 12 months	377	7.8%	88
Played a video/electronic game (portable) in last 12 months	130	2.7%	57
Financial (Adults)			
Have home mortgage (1st)	1,290	26.6%	85
Used ATM/cash machine in last 12 months	2,218	45.7%	86
Own any stock	261	5.4%	75
Own U.S. savings bond	170	3.5%	80
Own shares in mutual fund (stock)	293	6.0%	84
Own shares in mutual fund (bonds)	191	3.9%	82
Have interest checking account	1,401	28.9%	101
Have non-interest checking account	1,603	33.0%	113
Have savings account	2,517	51.8%	91
Have 401K retirement savings plan	663	13.7%	85
Own/used any credit/debit card in last 12 months	3,752	77.3%	97
Avg monthly credit card expenditures: <\$1-110	705	14.5%	126
Avg monthly credit card expenditures: \$111-\$225	319	6.6%	89
Avg monthly credit card expenditures: \$226-\$450	352	7.3%	106
Avg monthly credit card expenditures: \$451-\$700	288	5.9%	97
Avg monthly credit card expenditures: \$701-\$1,000	182	3.7%	67
Avg monthly credit card expenditures: \$1,001+	398	8.2%	70
Did banking online in last 12 months	1,513	31.2%	80
Did banking on mobile device in last 12 months	1,017	20.9%	81
Paid bills online in last 12 months	2,017	41.5%	83

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,952	75.8%	110
Used bread in last 6 months	2,449	95.1%	102
Used chicken (fresh or frozen) in last 6 months	1,735	67.4%	97
Used turkey (fresh or frozen) in last 6 months	384	14.9%	100
Used fish/seafood (fresh or frozen) in last 6 months	1,361	52.9%	96
Used fresh fruit/vegetables in last 6 months	2,236	86.9%	101
Used fresh milk in last 6 months	2,337	90.8%	106
Used organic food in last 6 months	323	12.5%	53
Health (Adults)			
Exercise at home 2+ times per week	1,295	26.7%	97
Exercise at club 2+ times per week	349	7.2%	50
Visited a doctor in last 12 months	3,870	79.7%	104
Used vitamin/dietary supplement in last 6 months	2,587	53.3%	99
Home (Households)			
Did any home improvement in last 12 months	737	28.6%	104
Used any housekeeper/professional cleaning service in last 12 months	273	10.6%	73
Purchased low ticket HH furnishings in last 12 months	341	13.2%	77
Purchased big ticket HH furnishings in last 12 months	487	18.9%	85
Bought any small kitchen appliance in last 12 months	535	20.8%	93
Bought any large kitchen appliance in last 12 months	336	13.1%	94
Insurance (Adults/Households)			
Currently carry life insurance	2,434	50.1%	113
Carry medical/hospital/accident insurance	3,860	79.5%	106
Carry homeowner insurance	2,713	55.9%	118
Carry renter's insurance	330	6.8%	80
Have auto insurance: 1 vehicle in household covered	781	30.3%	98
Have auto insurance: 2 vehicles in household covered	623	24.2%	85
Have auto insurance: 3+ vehicles in household covered	773	30.0%	131
Pets (Households)			
Household owns any pet	1,492	58.0%	106
Household owns any cat	727	28.2%	124
Household owns any dog	1,181	45.9%	110
Psychographics (Adults)			
Buying American is important to me	2,289	47.1%	120
Usually buy items on credit rather than wait	568	11.7%	89
Usually buy based on quality - not price	895	18.4%	97
Price is usually more important than brand name	1,348	27.8%	101
Usually use coupons for brands I buy often	934	19.2%	111
Am interested in how to help the environment	722	14.9%	77
Usually pay more for environ safe product	487	10.0%	71
Usually value green products over convenience	480	9.9%	88
Likely to buy a brand that supports a charity	1,703	35.1%	100
Reading (Adults)			
Bought digital book in last 12 months	437	9.0%	70
Bought hardcover book in last 12 months	720	14.8%	74
Bought paperback book in last 12 month	1,226	25.3%	89
Read any daily newspaper (paper version)	1,250	25.7%	140
Read any digital newspaper in last 30 days	1,497	30.8%	77
Read any magazine (paper/electronic version) in last 6 months	4,385	90.3%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,544	73.0%	97
Went to family restaurant/steak house: 4+ times a month	1,070	22.0%	83
Went to fast food/drive-in restaurant in last 6 months	4,551	93.7%	103
Went to fast food/drive-in restaurant 9+ times/month	1,656	34.1%	87
Fast food restaurant last 6 months: eat in	2,042	42.1%	113
Fast food restaurant last 6 months: home delivery	279	5.7%	67
Fast food restaurant last 6 months: take-out/drive-thru	2,308	47.5%	101
Fast food restaurant last 6 months: take-out/walk-in	788	16.2%	78
Television & Electronics (Adults/Households)			
Own any tablet	1,937	39.9%	83
Own any e-reader	334	6.9%	83
Own e-reader/tablet: iPad	943	19.4%	69
HH has Internet connectable TV	630	24.5%	85
Own any portable MP3 player	710	14.6%	79
HH owns 1 TV	522	20.3%	97
HH owns 2 TVs	657	25.5%	95
HH owns 3 TVs	520	20.2%	96
HH owns 4+ TVs	533	20.7%	119
HH subscribes to cable TV	856	33.3%	76
HH subscribes to fiber optic	81	3.1%	45
HH owns portable GPS navigation device	688	26.7%	117
HH purchased video game system in last 12 months	108	4.2%	51
HH owns any Internet video device for TV	412	16.0%	67
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,210	45.5%	87
Took 3+ domestic non-business trips in last 12 months	432	8.9%	75
Spent on domestic vacations in last 12 months: <\$1-999	478	9.8%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	228	4.7%	75
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	175	3.6%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	131	2.7%	65
Spent on domestic vacations in last 12 months: \$3,000+	231	4.8%	74
Domestic travel in last 12 months: used general travel website	189	3.9%	57
Took foreign trip (including Alaska and Hawaii) in last 3 years	771	15.9%	58
Took 3+ foreign trips by plane in last 3 years	135	2.8%	51
Spent on foreign vacations in last 12 months: <\$1-999	177	3.6%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	123	2.5%	63
Spent on foreign vacations in last 12 months: \$3,000+	148	3.0%	48
Foreign travel in last 3 years: used general travel website	148	3.0%	53
Nights spent in hotel/motel in last 12 months: any	1,946	40.1%	90
Took cruise of more than one day in last 3 years	288	5.9%	67
Member of any frequent flyer program	426	8.8%	49
Member of any hotel rewards program	697	14.4%	80

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