

Demographic Summary		2018	2023
Population		6,478	7,987
Population 18+		5,721	7,048
Households		3,295	4,225
Median Household Income		\$23,330	\$26,518

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,410	42.1%	89
Bought any women's clothing in last 12 months	2,220	38.8%	90
Bought clothing for child <13 years in last 6 months	1,227	21.4%	80
Bought any shoes in last 12 months	2,573	45.0%	84
Bought costume jewelry in last 12 months	799	14.0%	77
Bought any fine jewelry in last 12 months	1,064	18.6%	104
Bought a watch in last 12 months	1,069	18.7%	118
Automobiles (Households)			
HH owns/leases any vehicle	2,275	69.0%	81
HH bought/leased new vehicle last 12 mo	266	8.1%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,052	70.8%	83
Bought/changed motor oil in last 12 months	2,177	38.1%	80
Had tune-up in last 12 months	1,215	21.2%	83
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,389	59.2%	85
Drank regular cola in last 6 months	2,846	49.7%	112
Drank beer/ale in last 6 months	2,162	37.8%	90
Cameras (Adults)			
Own digital point & shoot camera/camcorder	554	9.7%	83
Own digital SLR camera/camcorder	312	5.5%	70
Printed digital photos in last 12 months	754	13.2%	57
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,271	39.7%	110
Have a smartphone	4,188	73.2%	92
Have a smartphone: Android phone (any brand)	2,582	45.1%	116
Have a smartphone: Apple iPhone	1,404	24.5%	64
Number of cell phones in household: 1	1,624	49.3%	160
Number of cell phones in household: 2	780	23.7%	62
Number of cell phones in household: 3+	651	19.8%	72
HH has cell phone only (no landline telephone)	1,975	59.9%	114
Computers (Households)			
HH owns a computer	1,963	59.6%	80
HH owns desktop computer	900	27.3%	71
HH owns laptop/notebook	1,417	43.0%	76
HH owns any Apple/Mac brand computer	234	7.1%	40
HH owns any PC/non-Apple brand computer	1,765	53.6%	85
HH purchased most recent computer in a store	866	26.3%	71
HH purchased most recent computer online	283	8.6%	64
Spent <\$500 on most recent home computer	480	14.6%	96
Spent \$500-\$999 on most recent home computer	398	12.1%	69
Spent \$1,000-\$1,499 on most recent home computer	250	7.6%	80
Spent \$1,500-\$1,999 on most recent home computer	138	4.2%	91
Spent \$2,000+ on most recent home computer	107	3.2%	80

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 2018 and 2023.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,208	56.1%	90
Bought brewed coffee at convenience store in last 30 days	815	14.2%	105
Bought cigarettes at convenience store in last 30 days	933	16.3%	149
Bought gas at convenience store in last 30 days	1,917	33.5%	91
Spent at convenience store in last 30 days: <\$20	389	6.8%	94
Spent at convenience store in last 30 days: \$20-\$39	509	8.9%	93
Spent at convenience store in last 30 days: \$40-\$50	487	8.5%	103
Spent at convenience store in last 30 days: \$51-\$99	306	5.3%	96
Spent at convenience store in last 30 days: \$100+	1,213	21.2%	95
Entertainment (Adults)			
Attended a movie in last 6 months	2,886	50.4%	85
Went to live theater in last 12 months	452	7.9%	68
Went to a bar/night club in last 12 months	669	11.7%	67
Dined out in last 12 months	1,669	29.2%	57
Gambled at a casino in last 12 months	713	12.5%	96
Visited a theme park in last 12 months	675	11.8%	62
Viewed movie (video-on-demand) in last 30 days	616	10.8%	59
Viewed TV show (video-on-demand) in last 30 days	697	12.2%	87
Watched any pay-per-view TV in last 12 months	520	9.1%	83
Downloaded a movie over the Internet in last 30 days	698	12.2%	135
Downloaded any individual song in last 6 months	988	17.3%	86
Watched a movie online in the last 30 days	1,572	27.5%	115
Watched a TV program online in last 30 days	896	15.7%	87
Played a video/electronic game (console) in last 12 months	401	7.0%	77
Played a video/electronic game (portable) in last 12 months	247	4.3%	83
Financial (Adults)			
Have home mortgage (1st)	628	11.0%	35
Used ATM/cash machine in last 12 months	2,775	48.5%	91
Own any stock	411	7.2%	99
Own U.S. savings bond	232	4.1%	84
Own shares in mutual fund (stock)	368	6.4%	93
Own shares in mutual fund (bonds)	256	4.5%	94
Have interest checking account	882	15.4%	52
Have non-interest checking account	1,518	26.5%	90
Have savings account	2,602	45.5%	78
Have 401K retirement savings plan	434	7.6%	49
Own/used any credit/debit card in last 12 months	4,293	75.0%	94
Avg monthly credit card expenditures: <\$111	815	14.2%	118
Avg monthly credit card expenditures: \$111-\$225	423	7.4%	103
Avg monthly credit card expenditures: \$226-\$450	395	6.9%	102
Avg monthly credit card expenditures: \$451-\$700	338	5.9%	95
Avg monthly credit card expenditures: \$701-\$1,000	310	5.4%	93
Avg monthly credit card expenditures: \$1,001+	618	10.8%	99
Did banking online in last 12 months	1,253	21.9%	56
Did banking on mobile device in last 12 months	749	13.1%	56
Paid bills online in last 12 months	2,336	40.8%	83

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,011	61.0%	89
Used bread in last 6 months	3,076	93.4%	100
Used chicken (fresh or frozen) in last 6 months	2,145	65.1%	95
Used turkey (fresh or frozen) in last 6 months	463	14.1%	92
Used fish/seafood (fresh or frozen) in last 6 months	1,721	52.2%	95
Used fresh fruit/vegetables in last 6 months	2,707	82.2%	94
Used fresh milk in last 6 months	2,660	80.7%	94
Used organic food in last 6 months	781	23.7%	100
Health (Adults)			
Exercise at home 2+ times per week	1,127	19.7%	71
Exercise at club 2+ times per week	575	10.1%	70
Visited a doctor in last 12 months	3,917	68.5%	89
Used vitamin/dietary supplement in last 6 months	2,971	51.9%	96
Home (Households)			
Any home improvement in last 12 months	423	12.8%	46
Used housekeeper/maid/professional HH cleaning service in last 12	405	12.3%	88
Purchased low ticket HH furnishings in last 12 months	542	16.4%	98
Purchased big ticket HH furnishings in last 12 months	657	19.9%	91
Bought any small kitchen appliance in last 12 months	612	18.6%	83
Bought any large kitchen appliance in last 12 months	289	8.8%	62
Insurance (Adults/Households)			
Currently carry life insurance	1,609	28.1%	63
Carry medical/hospital/accident insurance	3,022	52.8%	71
Carry homeowner insurance	819	14.3%	30
Carry renter's insurance	750	13.1%	152
Have auto insurance: 1 vehicle in household covered	1,401	42.5%	139
Have auto insurance: 2 vehicles in household covered	447	13.6%	47
Have auto insurance: 3+ vehicles in household covered	454	13.8%	60
Pets (Households)			
Household owns any pet	1,383	42.0%	77
Household owns any cat	561	17.0%	74
Household owns any dog	926	28.1%	67
Psychographics (Adults)			
Buying American is important to me	2,313	40.4%	100
Usually buy items on credit rather than wait	675	11.8%	90
Usually buy based on quality - not price	1,033	18.1%	93
Price is usually more important than brand name	1,698	29.7%	106
Usually use coupons for brands I buy often	1,165	20.4%	114
Am interested in how to help the environment	1,444	25.2%	138
Usually pay more for environ safe product	1,022	17.9%	125
Usually value green products over convenience	799	14.0%	123
Likely to buy a brand that supports a charity	2,007	35.1%	101
Reading (Adults)			
Bought digital book in last 12 months	623	10.9%	82
Bought hardcover book in last 12 months	803	14.0%	71
Bought paperback book in last 12 month	1,125	19.7%	68
Read any daily newspaper (paper version)	1,496	26.1%	127
Read any digital newspaper in last 30 days	2,001	35.0%	93
Read any magazine (paper/electronic version) in last 6 months	4,937	86.3%	95

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,743	65.4%	87
Went to family restaurant/steak house: 4+ times a month	1,263	22.1%	82
Went to fast food/drive-in restaurant in last 6 months	4,736	82.8%	92
Went to fast food/drive-in restaurant 9+ times/mo	2,094	36.6%	92
Fast food/drive-in last 6 months: eat in	1,663	29.1%	79
Fast food/drive-in last 6 months: home delivery	548	9.6%	114
Fast food/drive-in last 6 months: take-out/drive-thru	1,958	34.2%	72
Fast food/drive-in last 6 months: take-out/walk-in	1,086	19.0%	90
Television & Electronics (Adults/Households)			
Own any tablet	2,035	35.6%	78
Own any e-reader	366	6.4%	86
Own e-reader/tablet: iPad	994	17.4%	65
HH has Internet connectable TV	528	16.0%	62
Own any portable MP3 player	692	12.1%	56
HH owns 1 TV	945	28.7%	137
HH owns 2 TVs	878	26.6%	99
HH owns 3 TVs	472	14.3%	68
HH owns 4+ TVs	383	11.6%	65
HH subscribes to cable TV	1,563	47.4%	106
HH subscribes to fiber optic	150	4.6%	57
HH owns portable GPS navigation device	532	16.1%	65
HH purchased video game system in last 12 mos	173	5.3%	62
HH owns any Internet video device for TV	403	12.2%	60
Travel (Adults)			
Domestic travel in last 12 months	1,915	33.5%	64
Took 3+ domestic non-business trips in last 12 months	629	11.0%	92
Spent on domestic vacations in last 12 months: <\$1,000	505	8.8%	82
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	260	4.5%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	202	3.5%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	201	3.5%	92
Spent on domestic vacations in last 12 months: \$3,000+	367	6.4%	102
Domestic travel in the 12 months: used general travel website	357	6.2%	90
Foreign travel in last 3 years	771	13.5%	51
Took 3+ foreign trips by plane in last 3 years	234	4.1%	85
Spent on foreign vacations in last 12 months: <\$1,000	236	4.1%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	192	3.4%	89
Spent on foreign vacations in last 12 months: \$3,000+	300	5.2%	89
Foreign travel in last 3 years: used general travel website	285	5.0%	83
Nights spent in hotel/motel in last 12 months: any	1,313	23.0%	53
Took cruise of more than one day in last 3 years	528	9.2%	108
Member of any frequent flyer program	433	7.6%	43
Member of any hotel rewards program	857	15.0%	89

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