

Demographic Summary		2018	2023
Population		5,522	6,432
Population 18+		4,153	4,845
Households		1,987	2,322
Median Household Income		\$26,741	\$29,177

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,917	46.2%	98
Bought any women's clothing in last 12 months	1,822	43.9%	101
Bought clothing for child <13 years in last 6 months	1,235	29.7%	111
Bought any shoes in last 12 months	2,337	56.3%	105
Bought costume jewelry in last 12 months	766	18.4%	101
Bought any fine jewelry in last 12 months	697	16.8%	94
Bought a watch in last 12 months	839	20.2%	128
Automobiles (Households)			
HH owns/leases any vehicle	1,467	73.8%	86
HH bought/leased new vehicle last 12 mo	191	9.6%	99
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,208	77.2%	90
Bought/changed motor oil in last 12 months	1,960	47.2%	99
Had tune-up in last 12 months	798	19.2%	75
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,898	69.8%	100
Drank regular cola in last 6 months	2,414	58.1%	131
Drank beer/ale in last 6 months	1,683	40.5%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	168	4.0%	35
Own digital SLR camera/camcorder	227	5.5%	70
Printed digital photos in last 12 months	544	13.1%	56
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,578	38.0%	105
Have a smartphone	3,107	74.8%	94
Have a smartphone: Android phone (any brand)	2,171	52.3%	135
Have a smartphone: Apple iPhone	782	18.8%	49
Number of cell phones in household: 1	654	32.9%	107
Number of cell phones in household: 2	592	29.8%	77
Number of cell phones in household: 3+	593	29.8%	108
HH has cell phone only (no landline telephone)	1,373	69.1%	131
Computers (Households)			
HH owns a computer	1,002	50.4%	68
HH owns desktop computer	438	22.0%	57
HH owns laptop/notebook	732	36.8%	65
HH owns any Apple/Mac brand computer	139	7.0%	39
HH owns any PC/non-Apple brand computer	901	45.3%	72
HH purchased most recent computer in a store	452	22.7%	62
HH purchased most recent computer online	92	4.6%	34
Spent <\$500 on most recent home computer	229	11.5%	76
Spent \$500-\$999 on most recent home computer	205	10.3%	59
Spent \$1,000-\$1,499 on most recent home computer	86	4.3%	46
Spent \$1,500-\$1,999 on most recent home computer	60	3.0%	65
Spent \$2,000+ on most recent home computer	62	3.1%	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 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	2,284	55.0%	88
Bought brewed coffee at convenience store in last 30 days	448	10.8%	80
Bought cigarettes at convenience store in last 30 days	422	10.2%	93
Bought gas at convenience store in last 30 days	1,349	32.5%	88
Spent at convenience store in last 30 days: <\$20	227	5.5%	76
Spent at convenience store in last 30 days: \$20-\$39	360	8.7%	91
Spent at convenience store in last 30 days: \$40-\$50	388	9.3%	113
Spent at convenience store in last 30 days: \$51-\$99	195	4.7%	84
Spent at convenience store in last 30 days: \$100+	870	20.9%	94
Entertainment (Adults)			
Attended a movie in last 6 months	2,195	52.9%	89
Went to live theater in last 12 months	247	5.9%	51
Went to a bar/night club in last 12 months	428	10.3%	59
Dined out in last 12 months	951	22.9%	45
Gambled at a casino in last 12 months	468	11.3%	87
Visited a theme park in last 12 months	682	16.4%	87
Viewed movie (video-on-demand) in last 30 days	230	5.5%	30
Viewed TV show (video-on-demand) in last 30 days	156	3.8%	27
Watched any pay-per-view TV in last 12 months	466	11.2%	102
Downloaded a movie over the Internet in last 30 days	556	13.4%	148
Downloaded any individual song in last 6 months	634	15.3%	76
Watched a movie online in the last 30 days	843	20.3%	85
Watched a TV program online in last 30 days	448	10.8%	60
Played a video/electronic game (console) in last 12 months	318	7.7%	84
Played a video/electronic game (portable) in last 12 months	207	5.0%	96
Financial (Adults)			
Have home mortgage (1st)	549	13.2%	42
Used ATM/cash machine in last 12 months	1,732	41.7%	78
Own any stock	137	3.3%	46
Own U.S. savings bond	113	2.7%	56
Own shares in mutual fund (stock)	150	3.6%	52
Own shares in mutual fund (bonds)	107	2.6%	54
Have interest checking account	577	13.9%	47
Have non-interest checking account	973	23.4%	79
Have savings account	1,633	39.3%	67
Have 401K retirement savings plan	226	5.4%	35
Own/used any credit/debit card in last 12 months	2,543	61.2%	77
Avg monthly credit card expenditures: <\$111	337	8.1%	67
Avg monthly credit card expenditures: \$111-\$225	262	6.3%	88
Avg monthly credit card expenditures: \$226-\$450	214	5.2%	76
Avg monthly credit card expenditures: \$451-\$700	180	4.3%	70
Avg monthly credit card expenditures: \$701-\$1,000	179	4.3%	74
Avg monthly credit card expenditures: \$1,001+	271	6.5%	60
Did banking online in last 12 months	825	19.9%	51
Did banking on mobile device in last 12 months	598	14.4%	61
Paid bills online in last 12 months	1,232	29.7%	60

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
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,415	71.2%	104
Used bread in last 6 months	1,836	92.4%	99
Used chicken (fresh or frozen) in last 6 months	1,416	71.3%	104
Used turkey (fresh or frozen) in last 6 months	289	14.5%	95
Used fish/seafood (fresh or frozen) in last 6 months	1,178	59.3%	108
Used fresh fruit/vegetables in last 6 months	1,654	83.2%	96
Used fresh milk in last 6 months	1,634	82.2%	96
Used organic food in last 6 months	454	22.8%	97
Health (Adults)			
Exercise at home 2+ times per week	869	20.9%	75
Exercise at club 2+ times per week	373	9.0%	62
Visited a doctor in last 12 months	2,796	67.3%	88
Used vitamin/dietary supplement in last 6 months	2,237	53.9%	100
Home (Households)			
Any home improvement in last 12 months	425	21.4%	77
Used housekeeper/maid/professional HH cleaning service in last 12	207	10.4%	75
Purchased low ticket HH furnishings in last 12 months	285	14.3%	86
Purchased big ticket HH furnishings in last 12 months	387	19.5%	89
Bought any small kitchen appliance in last 12 months	335	16.9%	75
Bought any large kitchen appliance in last 12 months	160	8.1%	57
Insurance (Adults/Households)			
Currently carry life insurance	841	20.3%	46
Carry medical/hospital/accident insurance	2,140	51.5%	69
Carry homeowner insurance	728	17.5%	37
Carry renter's insurance	241	5.8%	67
Have auto insurance: 1 vehicle in household covered	621	31.3%	102
Have auto insurance: 2 vehicles in household covered	499	25.1%	87
Have auto insurance: 3+ vehicles in household covered	205	10.3%	45
Pets (Households)			
Household owns any pet	849	42.7%	78
Household owns any cat	201	10.1%	44
Household owns any dog	753	37.9%	91
Psychographics (Adults)			
Buying American is important to me	1,322	31.8%	78
Usually buy items on credit rather than wait	389	9.4%	72
Usually buy based on quality - not price	575	13.8%	72
Price is usually more important than brand name	1,043	25.1%	90
Usually use coupons for brands I buy often	692	16.7%	93
Am interested in how to help the environment	1,051	25.3%	139
Usually pay more for environ safe product	866	20.9%	146
Usually value green products over convenience	684	16.5%	145
Likely to buy a brand that supports a charity	1,605	38.6%	111
Reading (Adults)			
Bought digital book in last 12 months	252	6.1%	46
Bought hardcover book in last 12 months	466	11.2%	56
Bought paperback book in last 12 month	569	13.7%	47
Read any daily newspaper (paper version)	627	15.1%	73
Read any digital newspaper in last 30 days	1,119	26.9%	72
Read any magazine (paper/electronic version) in last 6 months	3,412	82.2%	91

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
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,822	68.0%	90
Went to family restaurant/steak house: 4+ times a month	1,035	24.9%	93
Went to fast food/drive-in restaurant in last 6 months	3,739	90.0%	100
Went to fast food/drive-in restaurant 9+ times/mo	1,481	35.7%	90
Fast food/drive-in last 6 months: eat in	1,534	36.9%	101
Fast food/drive-in last 6 months: home delivery	469	11.3%	135
Fast food/drive-in last 6 months: take-out/drive-thru	1,449	34.9%	74
Fast food/drive-in last 6 months: take-out/walk-in	531	12.8%	61
Television & Electronics (Adults/Households)			
Own any tablet	1,304	31.4%	69
Own any e-reader	140	3.4%	45
Own e-reader/tablet: iPad	641	15.4%	58
HH has Internet connectable TV	329	16.6%	64
Own any portable MP3 player	537	12.9%	60
HH owns 1 TV	495	24.9%	119
HH owns 2 TVs	634	31.9%	118
HH owns 3 TVs	350	17.6%	84
HH owns 4+ TVs	166	8.4%	47
HH subscribes to cable TV	784	39.5%	88
HH subscribes to fiber optic	74	3.7%	47
HH owns portable GPS navigation device	259	13.0%	52
HH purchased video game system in last 12 mos	136	6.8%	80
HH owns any Internet video device for TV	244	12.3%	60
Travel (Adults)			
Domestic travel in last 12 months	1,187	28.6%	55
Took 3+ domestic non-business trips in last 12 months	206	5.0%	42
Spent on domestic vacations in last 12 months: <\$1,000	211	5.1%	47
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	201	4.8%	81
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	150	3.6%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	121	2.9%	76
Spent on domestic vacations in last 12 months: \$3,000+	170	4.1%	65
Domestic travel in the 12 months: used general travel website	218	5.2%	76
Foreign travel in last 3 years	816	19.6%	74
Took 3+ foreign trips by plane in last 3 years	137	3.3%	69
Spent on foreign vacations in last 12 months: <\$1,000	172	4.1%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	139	3.3%	89
Spent on foreign vacations in last 12 months: \$3,000+	170	4.1%	69
Foreign travel in last 3 years: used general travel website	199	4.8%	79
Nights spent in hotel/motel in last 12 months: any	927	22.3%	51
Took cruise of more than one day in last 3 years	122	2.9%	34
Member of any frequent flyer program	171	4.1%	24
Member of any hotel rewards program	148	3.6%	21

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.