

Demographic Summary		2018	2023
Population		13,179	13,578
Population 18+		10,011	10,357
Households		4,786	4,921
Median Household Income		\$37,856	\$41,578

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,565	45.6%	97
Bought any women's clothing in last 12 months	4,435	44.3%	102
Bought clothing for child <13 years in last 6 months	2,847	28.4%	106
Bought any shoes in last 12 months	5,389	53.8%	101
Bought costume jewelry in last 12 months	1,800	18.0%	99
Bought any fine jewelry in last 12 months	1,717	17.2%	96
Bought a watch in last 12 months	1,854	18.5%	117
Automobiles (Households)			
HH owns/leases any vehicle	3,830	80.0%	93
HH bought/leased new vehicle last 12 mo	459	9.6%	99
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	8,105	81.0%	95
Bought/changed motor oil in last 12 months	4,828	48.2%	101
Had tune-up in last 12 months	2,205	22.0%	86
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,900	68.9%	99
Drank regular cola in last 6 months	5,340	53.3%	120
Drank beer/ale in last 6 months	4,022	40.2%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	777	7.8%	67
Own digital SLR camera/camcorder	636	6.4%	81
Printed digital photos in last 12 months	1,766	17.6%	76
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,874	38.7%	107
Have a smartphone	7,490	74.8%	94
Have a smartphone: Android phone (any brand)	4,660	46.5%	120
Have a smartphone: Apple iPhone	2,471	24.7%	64
Number of cell phones in household: 1	1,584	33.1%	107
Number of cell phones in household: 2	1,545	32.3%	84
Number of cell phones in household: 3+	1,384	28.9%	105
HH has cell phone only (no landline telephone)	2,979	62.2%	118
Computers (Households)			
HH owns a computer	2,972	62.1%	83
HH owns desktop computer	1,467	30.7%	80
HH owns laptop/notebook	2,192	45.8%	81
HH owns any Apple/Mac brand computer	477	10.0%	56
HH owns any PC/non-Apple brand computer	2,652	55.4%	88
HH purchased most recent computer in a store	1,471	30.7%	83
HH purchased most recent computer online	391	8.2%	61
Spent <\$500 on most recent home computer	699	14.6%	96
Spent \$500-\$999 on most recent home computer	697	14.6%	83
Spent \$1,000-\$1,499 on most recent home computer	318	6.6%	70
Spent \$1,500-\$1,999 on most recent home computer	162	3.4%	73
Spent \$2,000+ on most recent home computer	137	2.9%	71

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	5,947	59.4%	95
Bought brewed coffee at convenience store in last 30 days	1,231	12.3%	91
Bought cigarettes at convenience store in last 30 days	1,170	11.7%	107
Bought gas at convenience store in last 30 days	3,604	36.0%	98
Spent at convenience store in last 30 days: <\$20	608	6.1%	84
Spent at convenience store in last 30 days: \$20-\$39	985	9.8%	103
Spent at convenience store in last 30 days: \$40-\$50	958	9.6%	116
Spent at convenience store in last 30 days: \$51-\$99	551	5.5%	99
Spent at convenience store in last 30 days: \$100+	2,172	21.7%	98
Entertainment (Adults)			
Attended a movie in last 6 months	5,533	55.3%	93
Went to live theater in last 12 months	821	8.2%	71
Went to a bar/night club in last 12 months	1,281	12.8%	73
Dined out in last 12 months	3,487	34.8%	68
Gambled at a casino in last 12 months	1,223	12.2%	94
Visited a theme park in last 12 months	1,638	16.4%	86
Viewed movie (video-on-demand) in last 30 days	1,126	11.2%	62
Viewed TV show (video-on-demand) in last 30 days	877	8.8%	63
Watched any pay-per-view TV in last 12 months	1,069	10.7%	97
Downloaded a movie over the Internet in last 30 days	1,093	10.9%	120
Downloaded any individual song in last 6 months	1,759	17.6%	87
Watched a movie online in the last 30 days	2,146	21.4%	90
Watched a TV program online in last 30 days	1,366	13.6%	76
Played a video/electronic game (console) in last 12 months	897	9.0%	98
Played a video/electronic game (portable) in last 12 months	511	5.1%	98
Financial (Adults)			
Have home mortgage (1st)	2,037	20.3%	64
Used ATM/cash machine in last 12 months	4,799	47.9%	90
Own any stock	528	5.3%	73
Own U.S. savings bond	347	3.5%	72
Own shares in mutual fund (stock)	463	4.6%	67
Own shares in mutual fund (bonds)	346	3.5%	72
Have interest checking account	2,045	20.4%	69
Have non-interest checking account	2,729	27.3%	92
Have savings account	4,894	48.9%	84
Have 401K retirement savings plan	976	9.7%	63
Own/used any credit/debit card in last 12 months	7,107	71.0%	89
Avg monthly credit card expenditures: <\$111	1,128	11.3%	94
Avg monthly credit card expenditures: \$111-\$225	688	6.9%	96
Avg monthly credit card expenditures: \$226-\$450	655	6.5%	97
Avg monthly credit card expenditures: \$451-\$700	453	4.5%	73
Avg monthly credit card expenditures: \$701-\$1,000	466	4.7%	80
Avg monthly credit card expenditures: \$1,001+	702	7.0%	64
Did banking online in last 12 months	2,814	28.1%	71
Did banking on mobile device in last 12 months	1,781	17.8%	76
Paid bills online in last 12 months	3,913	39.1%	79

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,370	70.4%	103
Used bread in last 6 months	4,465	93.3%	100
Used chicken (fresh or frozen) in last 6 months	3,346	69.9%	102
Used turkey (fresh or frozen) in last 6 months	734	15.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	2,673	55.9%	102
Used fresh fruit/vegetables in last 6 months	4,071	85.1%	98
Used fresh milk in last 6 months	4,011	83.8%	97
Used organic food in last 6 months	1,004	21.0%	89
Health (Adults)			
Exercise at home 2+ times per week	2,458	24.6%	88
Exercise at club 2+ times per week	1,058	10.6%	73
Visited a doctor in last 12 months	7,138	71.3%	93
Used vitamin/dietary supplement in last 6 months	5,373	53.7%	99
Home (Households)			
Any home improvement in last 12 months	1,189	24.8%	89
Used housekeeper/maid/professional HH cleaning service in last 12	533	11.1%	80
Purchased low ticket HH furnishings in last 12 months	773	16.2%	96
Purchased big ticket HH furnishings in last 12 months	952	19.9%	91
Bought any small kitchen appliance in last 12 months	897	18.7%	84
Bought any large kitchen appliance in last 12 months	552	11.5%	82
Insurance (Adults/Households)			
Currently carry life insurance	3,137	31.3%	70
Carry medical/hospital/accident insurance	6,216	62.1%	83
Carry homeowner insurance	3,031	30.3%	64
Carry renter's insurance	776	7.8%	90
Have auto insurance: 1 vehicle in household covered	1,571	32.8%	107
Have auto insurance: 2 vehicles in household covered	1,267	26.5%	92
Have auto insurance: 3+ vehicles in household covered	770	16.1%	70
Pets (Households)			
Household owns any pet	2,381	49.7%	91
Household owns any cat	818	17.1%	74
Household owns any dog	1,927	40.3%	97
Psychographics (Adults)			
Buying American is important to me	3,780	37.8%	93
Usually buy items on credit rather than wait	1,079	10.8%	82
Usually buy based on quality - not price	1,538	15.4%	79
Price is usually more important than brand name	2,762	27.6%	99
Usually use coupons for brands I buy often	1,743	17.4%	97
Am interested in how to help the environment	2,220	22.2%	122
Usually pay more for environ safe product	1,608	16.1%	113
Usually value green products over convenience	1,287	12.9%	113
Likely to buy a brand that supports a charity	3,706	37.0%	107
Reading (Adults)			
Bought digital book in last 12 months	946	9.4%	71
Bought hardcover book in last 12 months	1,484	14.8%	75
Bought paperback book in last 12 month	2,027	20.2%	70
Read any daily newspaper (paper version)	1,860	18.6%	90
Read any digital newspaper in last 30 days	3,039	30.4%	81
Read any magazine (paper/electronic version) in last 6 months	8,688	86.8%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	7,164	71.6%	95
Went to family restaurant/steak house: 4+ times a month	2,596	25.9%	96
Went to fast food/drive-in restaurant in last 6 months	9,057	90.5%	100
Went to fast food/drive-in restaurant 9+ times/mo	3,967	39.6%	100
Fast food/drive-in last 6 months: eat in	3,762	37.6%	102
Fast food/drive-in last 6 months: home delivery	1,051	10.5%	125
Fast food/drive-in last 6 months: take-out/drive-thru	4,209	42.0%	89
Fast food/drive-in last 6 months: take-out/walk-in	1,723	17.2%	82
Television & Electronics (Adults/Households)			
Own any tablet	3,684	36.8%	80
Own any e-reader	492	4.9%	66
Own e-reader/tablet: iPad	1,823	18.2%	68
HH has Internet connectable TV	1,048	21.9%	85
Own any portable MP3 player	1,702	17.0%	79
HH owns 1 TV	1,098	22.9%	110
HH owns 2 TVs	1,421	29.7%	110
HH owns 3 TVs	894	18.7%	89
HH owns 4+ TVs	649	13.6%	76
HH subscribes to cable TV	2,049	42.8%	96
HH subscribes to fiber optic	259	5.4%	68
HH owns portable GPS navigation device	936	19.6%	79
HH purchased video game system in last 12 mos	338	7.1%	83
HH owns any Internet video device for TV	768	16.0%	79
Travel (Adults)			
Domestic travel in last 12 months	3,808	38.0%	73
Took 3+ domestic non-business trips in last 12 months	768	7.7%	65
Spent on domestic vacations in last 12 months: <\$1,000	796	8.0%	74
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	437	4.4%	73
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	342	3.4%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	305	3.0%	80
Spent on domestic vacations in last 12 months: \$3,000+	450	4.5%	72
Domestic travel in the 12 months: used general travel website	548	5.5%	79
Foreign travel in last 3 years	2,000	20.0%	75
Took 3+ foreign trips by plane in last 3 years	277	2.8%	58
Spent on foreign vacations in last 12 months: <\$1,000	367	3.7%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	291	2.9%	77
Spent on foreign vacations in last 12 months: \$3,000+	384	3.8%	65
Foreign travel in last 3 years: used general travel website	485	4.8%	80
Nights spent in hotel/motel in last 12 months: any	3,058	30.5%	70
Took cruise of more than one day in last 3 years	566	5.7%	66
Member of any frequent flyer program	842	8.4%	48
Member of any hotel rewards program	923	9.2%	55

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