

Demographic Summary		2018	2023
Population		3,042	3,175
Population 18+		2,358	2,464
Households		1,173	1,216
Median Household Income		\$35,141	\$37,447

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,081	45.8%	97
Bought any women's clothing in last 12 months	960	40.7%	94
Bought clothing for child <13 years in last 6 months	605	25.7%	96
Bought any shoes in last 12 months	1,148	48.7%	91
Bought costume jewelry in last 12 months	411	17.4%	96
Bought any fine jewelry in last 12 months	435	18.4%	103
Bought a watch in last 12 months	381	16.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	914	77.9%	91
HH bought/leased new vehicle last 12 mo	98	8.4%	86
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,924	81.6%	96
Bought/changed motor oil in last 12 months	1,150	48.8%	102
Had tune-up in last 12 months	559	23.7%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,528	64.8%	93
Drank regular cola in last 6 months	1,107	46.9%	106
Drank beer/ale in last 6 months	929	39.4%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	235	10.0%	85
Own digital SLR camera/camcorder	126	5.3%	69
Printed digital photos in last 12 months	442	18.7%	81
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	872	37.0%	102
Have a smartphone	1,793	76.0%	95
Have a smartphone: Android phone (any brand)	960	40.7%	105
Have a smartphone: Apple iPhone	761	32.3%	84
Number of cell phones in household: 1	464	39.6%	128
Number of cell phones in household: 2	361	30.8%	80
Number of cell phones in household: 3+	282	24.0%	87
HH has cell phone only (no landline telephone)	680	58.0%	110
Computers (Households)			
HH owns a computer	770	65.6%	88
HH owns desktop computer	395	33.7%	88
HH owns laptop/notebook	554	47.2%	84
HH owns any Apple/Mac brand computer	125	10.7%	60
HH owns any PC/non-Apple brand computer	677	57.7%	92
HH purchased most recent computer in a store	352	30.0%	81
HH purchased most recent computer online	110	9.4%	70
Spent <\$500 on most recent home computer	181	15.4%	102
Spent \$500-\$999 on most recent home computer	169	14.4%	82
Spent \$1,000-\$1,499 on most recent home computer	96	8.2%	86
Spent \$1,500-\$1,999 on most recent home computer	40	3.4%	74
Spent \$2,000+ on most recent home computer	30	2.6%	63

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	1,476	62.6%	100
Bought brewed coffee at convenience store in last 30 days	315	13.4%	99
Bought cigarettes at convenience store in last 30 days	338	14.3%	131
Bought gas at convenience store in last 30 days	926	39.3%	107
Spent at convenience store in last 30 days: <\$20	191	8.1%	112
Spent at convenience store in last 30 days: \$20-\$39	200	8.5%	89
Spent at convenience store in last 30 days: \$40-\$50	198	8.4%	101
Spent at convenience store in last 30 days: \$51-\$99	129	5.5%	98
Spent at convenience store in last 30 days: \$100+	534	22.6%	102
Entertainment (Adults)			
Attended a movie in last 6 months	1,367	58.0%	97
Went to live theater in last 12 months	206	8.7%	75
Went to a bar/night club in last 12 months	374	15.9%	91
Dined out in last 12 months	1,033	43.8%	86
Gambled at a casino in last 12 months	277	11.7%	91
Visited a theme park in last 12 months	351	14.9%	79
Viewed movie (video-on-demand) in last 30 days	346	14.7%	81
Viewed TV show (video-on-demand) in last 30 days	309	13.1%	94
Watched any pay-per-view TV in last 12 months	199	8.4%	77
Downloaded a movie over the Internet in last 30 days	225	9.5%	105
Downloaded any individual song in last 6 months	401	17.0%	84
Watched a movie online in the last 30 days	521	22.1%	92
Watched a TV program online in last 30 days	328	13.9%	77
Played a video/electronic game (console) in last 12 months	206	8.7%	96
Played a video/electronic game (portable) in last 12 months	103	4.4%	84
Financial (Adults)			
Have home mortgage (1st)	550	23.3%	74
Used ATM/cash machine in last 12 months	1,240	52.6%	99
Own any stock	142	6.0%	83
Own U.S. savings bond	108	4.6%	95
Own shares in mutual fund (stock)	144	6.1%	89
Own shares in mutual fund (bonds)	97	4.1%	86
Have interest checking account	587	24.9%	84
Have non-interest checking account	670	28.4%	96
Have savings account	1,179	50.0%	86
Have 401K retirement savings plan	264	11.2%	72
Own/used any credit/debit card in last 12 months	1,840	78.0%	98
Avg monthly credit card expenditures: <\$111	321	13.6%	113
Avg monthly credit card expenditures: \$111-\$225	172	7.3%	102
Avg monthly credit card expenditures: \$226-\$450	157	6.7%	99
Avg monthly credit card expenditures: \$451-\$700	136	5.8%	93
Avg monthly credit card expenditures: \$701-\$1,000	108	4.6%	79
Avg monthly credit card expenditures: \$1,001+	177	7.5%	69
Did banking online in last 12 months	721	30.6%	78
Did banking on mobile device in last 12 months	442	18.7%	80
Paid bills online in last 12 months	1,049	44.5%	90

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	760	64.8%	94
Used bread in last 6 months	1,094	93.3%	100
Used chicken (fresh or frozen) in last 6 months	759	64.7%	94
Used turkey (fresh or frozen) in last 6 months	146	12.4%	81
Used fish/seafood (fresh or frozen) in last 6 months	611	52.1%	95
Used fresh fruit/vegetables in last 6 months	992	84.6%	97
Used fresh milk in last 6 months	973	82.9%	96
Used organic food in last 6 months	255	21.7%	92
Health (Adults)			
Exercise at home 2+ times per week	548	23.2%	83
Exercise at club 2+ times per week	267	11.3%	79
Visited a doctor in last 12 months	1,691	71.7%	93
Used vitamin/dietary supplement in last 6 months	1,277	54.2%	100
Home (Households)			
Any home improvement in last 12 months	260	22.2%	80
Used housekeeper/maid/professional HH cleaning service in last 12	143	12.2%	87
Purchased low ticket HH furnishings in last 12 months	185	15.8%	94
Purchased big ticket HH furnishings in last 12 months	253	21.6%	98
Bought any small kitchen appliance in last 12 months	224	19.1%	85
Bought any large kitchen appliance in last 12 months	137	11.7%	83
Insurance (Adults/Households)			
Currently carry life insurance	927	39.3%	88
Carry medical/hospital/accident insurance	1,569	66.5%	89
Carry homeowner insurance	867	36.8%	78
Carry renter's insurance	236	10.0%	116
Have auto insurance: 1 vehicle in household covered	445	37.9%	124
Have auto insurance: 2 vehicles in household covered	256	21.8%	76
Have auto insurance: 3+ vehicles in household covered	215	18.3%	80
Pets (Households)			
Household owns any pet	558	47.6%	87
Household owns any cat	243	20.7%	90
Household owns any dog	387	33.0%	79
Psychographics (Adults)			
Buying American is important to me	986	41.8%	103
Usually buy items on credit rather than wait	267	11.3%	87
Usually buy based on quality - not price	445	18.9%	98
Price is usually more important than brand name	737	31.3%	112
Usually use coupons for brands I buy often	455	19.3%	108
Am interested in how to help the environment	497	21.1%	115
Usually pay more for environ safe product	326	13.8%	97
Usually value green products over convenience	259	11.0%	97
Likely to buy a brand that supports a charity	879	37.3%	108
Reading (Adults)			
Bought digital book in last 12 months	222	9.4%	71
Bought hardcover book in last 12 months	394	16.7%	84
Bought paperback book in last 12 month	585	24.8%	86
Read any daily newspaper (paper version)	558	23.7%	115
Read any digital newspaper in last 30 days	824	34.9%	93
Read any magazine (paper/electronic version) in last 6 months	2,061	87.4%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,718	72.9%	97
Went to family restaurant/steak house: 4+ times a month	571	24.2%	90
Went to fast food/drive-in restaurant in last 6 months	2,080	88.2%	98
Went to fast food/drive-in restaurant 9+ times/mo	911	38.6%	97
Fast food/drive-in last 6 months: eat in	822	34.9%	95
Fast food/drive-in last 6 months: home delivery	203	8.6%	103
Fast food/drive-in last 6 months: take-out/drive-thru	1,051	44.6%	94
Fast food/drive-in last 6 months: take-out/walk-in	444	18.8%	89
Television & Electronics (Adults/Households)			
Own any tablet	924	39.2%	86
Own any e-reader	158	6.7%	90
Own e-reader/tablet: iPad	505	21.4%	80
HH has Internet connectable TV	241	20.5%	79
Own any portable MP3 player	396	16.8%	78
HH owns 1 TV	290	24.7%	118
HH owns 2 TVs	313	26.7%	99
HH owns 3 TVs	231	19.7%	94
HH owns 4+ TVs	166	14.2%	80
HH subscribes to cable TV	561	47.8%	107
HH subscribes to fiber optic	61	5.2%	65
HH owns portable GPS navigation device	254	21.7%	87
HH purchased video game system in last 12 mos	80	6.8%	80
HH owns any Internet video device for TV	184	15.7%	77
Travel (Adults)			
Domestic travel in last 12 months	991	42.0%	81
Took 3+ domestic non-business trips in last 12 months	232	9.8%	83
Spent on domestic vacations in last 12 months: <\$1,000	225	9.5%	88
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	108	4.6%	76
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	92	3.9%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	90	3.8%	100
Spent on domestic vacations in last 12 months: \$3,000+	102	4.3%	69
Domestic travel in the 12 months: used general travel website	129	5.5%	79
Foreign travel in last 3 years	431	18.3%	69
Took 3+ foreign trips by plane in last 3 years	81	3.4%	71
Spent on foreign vacations in last 12 months: <\$1,000	78	3.3%	71
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	78	3.3%	88
Spent on foreign vacations in last 12 months: \$3,000+	105	4.5%	75
Foreign travel in last 3 years: used general travel website	99	4.2%	70
Nights spent in hotel/motel in last 12 months: any	799	33.9%	78
Took cruise of more than one day in last 3 years	195	8.3%	97
Member of any frequent flyer program	244	10.3%	59
Member of any hotel rewards program	342	14.5%	87

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