

Demographic Summary		2018	2023
Population		8,531	8,908
Population 18+		5,695	5,975
Households		2,805	2,923
Median Household Income		\$23,214	\$25,573

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,503	44.0%	93
Bought any women's clothing in last 12 months	2,421	42.5%	98
Bought clothing for child <13 years in last 6 months	1,760	30.9%	115
Bought any shoes in last 12 months	3,044	53.5%	100
Bought costume jewelry in last 12 months	1,131	19.9%	109
Bought any fine jewelry in last 12 months	1,021	17.9%	100
Bought a watch in last 12 months	1,130	19.8%	125
Automobiles (Households)			
HH owns/leases any vehicle	1,862	66.4%	77
HH bought/leased new vehicle last 12 mo	230	8.2%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,075	71.6%	84
Bought/changed motor oil in last 12 months	2,529	44.4%	93
Had tune-up in last 12 months	1,110	19.5%	76
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,995	70.1%	101
Drank regular cola in last 6 months	3,248	57.0%	129
Drank beer/ale in last 6 months	2,313	40.6%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	254	4.5%	38
Own digital SLR camera/camcorder	288	5.1%	65
Printed digital photos in last 12 months	731	12.8%	55
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,195	38.5%	107
Have a smartphone	4,325	75.9%	95
Have a smartphone: Android phone (any brand)	3,104	54.5%	140
Have a smartphone: Apple iPhone	1,035	18.2%	47
Number of cell phones in household: 1	1,016	36.2%	118
Number of cell phones in household: 2	815	29.1%	76
Number of cell phones in household: 3+	800	28.5%	103
HH has cell phone only (no landline telephone)	1,984	70.7%	135
Computers (Households)			
HH owns a computer	1,370	48.8%	66
HH owns desktop computer	582	20.7%	54
HH owns laptop/notebook	1,029	36.7%	65
HH owns any Apple/Mac brand computer	239	8.5%	48
HH owns any PC/non-Apple brand computer	1,213	43.2%	69
HH purchased most recent computer in a store	595	21.2%	57
HH purchased most recent computer online	175	6.2%	46
Spent <\$500 on most recent home computer	311	11.1%	73
Spent \$500-\$999 on most recent home computer	294	10.5%	60
Spent \$1,000-\$1,499 on most recent home computer	119	4.2%	45
Spent \$1,500-\$1,999 on most recent home computer	80	2.9%	62
Spent \$2,000+ on most recent home computer	80	2.9%	70

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	3,112	54.6%	87
Bought brewed coffee at convenience store in last 30 days	679	11.9%	88
Bought cigarettes at convenience store in last 30 days	642	11.3%	103
Bought gas at convenience store in last 30 days	1,786	31.4%	85
Spent at convenience store in last 30 days: <\$20	312	5.5%	76
Spent at convenience store in last 30 days: \$20-\$39	506	8.9%	93
Spent at convenience store in last 30 days: \$40-\$50	500	8.8%	106
Spent at convenience store in last 30 days: \$51-\$99	280	4.9%	88
Spent at convenience store in last 30 days: \$100+	1,164	20.4%	92
Entertainment (Adults)			
Attended a movie in last 6 months	2,971	52.2%	88
Went to live theater in last 12 months	329	5.8%	50
Went to a bar/night club in last 12 months	629	11.0%	63
Dined out in last 12 months	1,367	24.0%	47
Gambled at a casino in last 12 months	672	11.8%	91
Visited a theme park in last 12 months	941	16.5%	87
Viewed movie (video-on-demand) in last 30 days	403	7.1%	39
Viewed TV show (video-on-demand) in last 30 days	314	5.5%	39
Watched any pay-per-view TV in last 12 months	620	10.9%	99
Downloaded a movie over the Internet in last 30 days	673	11.8%	130
Downloaded any individual song in last 6 months	977	17.2%	85
Watched a movie online in the last 30 days	1,169	20.5%	86
Watched a TV program online in last 30 days	684	12.0%	67
Played a video/electronic game (console) in last 12 months	414	7.3%	80
Played a video/electronic game (portable) in last 12 months	290	5.1%	98
Financial (Adults)			
Have home mortgage (1st)	761	13.4%	42
Used ATM/cash machine in last 12 months	2,284	40.1%	75
Own any stock	191	3.4%	46
Own U.S. savings bond	136	2.4%	50
Own shares in mutual fund (stock)	164	2.9%	42
Own shares in mutual fund (bonds)	121	2.1%	44
Have interest checking account	706	12.4%	42
Have non-interest checking account	1,255	22.0%	75
Have savings account	2,164	38.0%	65
Have 401K retirement savings plan	343	6.0%	39
Own/used any credit/debit card in last 12 months	3,446	60.5%	76
Avg monthly credit card expenditures: <\$111	489	8.6%	71
Avg monthly credit card expenditures: \$111-\$225	341	6.0%	83
Avg monthly credit card expenditures: \$226-\$450	282	5.0%	73
Avg monthly credit card expenditures: \$451-\$700	221	3.9%	63
Avg monthly credit card expenditures: \$701-\$1,000	243	4.3%	73
Avg monthly credit card expenditures: \$1,001+	316	5.5%	51
Did banking online in last 12 months	1,083	19.0%	48
Did banking on mobile device in last 12 months	830	14.6%	62
Paid bills online in last 12 months	1,681	29.5%	60

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,946	69.4%	101
Used bread in last 6 months	2,615	93.2%	100
Used chicken (fresh or frozen) in last 6 months	1,965	70.1%	102
Used turkey (fresh or frozen) in last 6 months	432	15.4%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,690	60.2%	110
Used fresh fruit/vegetables in last 6 months	2,300	82.0%	94
Used fresh milk in last 6 months	2,314	82.5%	96
Used organic food in last 6 months	700	25.0%	106
Health (Adults)			
Exercise at home 2+ times per week	1,160	20.4%	73
Exercise at club 2+ times per week	507	8.9%	62
Visited a doctor in last 12 months	3,817	67.0%	87
Used vitamin/dietary supplement in last 6 months	2,895	50.8%	94
Home (Households)			
Any home improvement in last 12 months	542	19.3%	69
Used housekeeper/maid/professional HH cleaning service in last 12	274	9.8%	70
Purchased low ticket HH furnishings in last 12 months	372	13.3%	79
Purchased big ticket HH furnishings in last 12 months	527	18.8%	86
Bought any small kitchen appliance in last 12 months	501	17.9%	80
Bought any large kitchen appliance in last 12 months	259	9.2%	65
Insurance (Adults/Households)			
Currently carry life insurance	1,226	21.5%	48
Carry medical/hospital/accident insurance	3,009	52.8%	71
Carry homeowner insurance	940	16.5%	35
Carry renter's insurance	357	6.3%	73
Have auto insurance: 1 vehicle in household covered	830	29.6%	97
Have auto insurance: 2 vehicles in household covered	559	19.9%	69
Have auto insurance: 3+ vehicles in household covered	285	10.2%	45
Pets (Households)			
Household owns any pet	1,078	38.4%	71
Household owns any cat	267	9.5%	41
Household owns any dog	915	32.6%	78
Psychographics (Adults)			
Buying American is important to me	1,813	31.8%	78
Usually buy items on credit rather than wait	571	10.0%	77
Usually buy based on quality - not price	879	15.4%	80
Price is usually more important than brand name	1,361	23.9%	86
Usually use coupons for brands I buy often	909	16.0%	89
Am interested in how to help the environment	1,437	25.2%	138
Usually pay more for environ safe product	1,117	19.6%	138
Usually value green products over convenience	845	14.8%	131
Likely to buy a brand that supports a charity	2,236	39.3%	113
Reading (Adults)			
Bought digital book in last 12 months	376	6.6%	50
Bought hardcover book in last 12 months	725	12.7%	64
Bought paperback book in last 12 month	860	15.1%	52
Read any daily newspaper (paper version)	848	14.9%	72
Read any digital newspaper in last 30 days	1,478	26.0%	69
Read any magazine (paper/electronic version) in last 6 months	4,696	82.5%	91

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,838	67.4%	89
Went to family restaurant/steak house: 4+ times a month	1,387	24.4%	91
Went to fast food/drive-in restaurant in last 6 months	5,054	88.7%	98
Went to fast food/drive-in restaurant 9+ times/mo	2,001	35.1%	89
Fast food/drive-in last 6 months: eat in	2,082	36.6%	100
Fast food/drive-in last 6 months: home delivery	655	11.5%	137
Fast food/drive-in last 6 months: take-out/drive-thru	2,110	37.1%	78
Fast food/drive-in last 6 months: take-out/walk-in	860	15.1%	72
Television & Electronics (Adults/Households)			
Own any tablet	1,805	31.7%	69
Own any e-reader	223	3.9%	53
Own e-reader/tablet: iPad	859	15.1%	57
HH has Internet connectable TV	437	15.6%	60
Own any portable MP3 player	723	12.7%	59
HH owns 1 TV	653	23.3%	111
HH owns 2 TVs	818	29.2%	108
HH owns 3 TVs	467	16.6%	79
HH owns 4+ TVs	301	10.7%	60
HH subscribes to cable TV	1,094	39.0%	87
HH subscribes to fiber optic	85	3.0%	38
HH owns portable GPS navigation device	357	12.7%	51
HH purchased video game system in last 12 mos	216	7.7%	90
HH owns any Internet video device for TV	360	12.8%	63
Travel (Adults)			
Domestic travel in last 12 months	1,612	28.3%	54
Took 3+ domestic non-business trips in last 12 months	331	5.8%	49
Spent on domestic vacations in last 12 months: <\$1,000	294	5.2%	48
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	239	4.2%	70
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	168	2.9%	75
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	137	2.4%	63
Spent on domestic vacations in last 12 months: \$3,000+	197	3.5%	55
Domestic travel in the 12 months: used general travel website	282	5.0%	72
Foreign travel in last 3 years	1,112	19.5%	74
Took 3+ foreign trips by plane in last 3 years	176	3.1%	64
Spent on foreign vacations in last 12 months: <\$1,000	234	4.1%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	181	3.2%	84
Spent on foreign vacations in last 12 months: \$3,000+	214	3.8%	63
Foreign travel in last 3 years: used general travel website	283	5.0%	82
Nights spent in hotel/motel in last 12 months: any	1,282	22.5%	52
Took cruise of more than one day in last 3 years	203	3.6%	42
Member of any frequent flyer program	306	5.4%	31
Member of any hotel rewards program	244	4.3%	26

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