

<b>Demographic Summary</b>		<b>2018</b>	<b>2023</b>
Population		6,100	6,442
Population 18+		4,162	4,438
Households		1,970	2,078
Median Household Income		\$27,405	\$29,628

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,847	44.4%	94
Bought any women's clothing in last 12 months	1,795	43.1%	100
Bought clothing for child <13 years in last 6 months	1,261	30.3%	113
Bought any shoes in last 12 months	2,147	51.6%	97
Bought costume jewelry in last 12 months	818	19.7%	108
Bought any fine jewelry in last 12 months	723	17.4%	97
Bought a watch in last 12 months	736	17.7%	112
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,372	69.6%	81
HH bought/leased new vehicle last 12 mo	153	7.8%	80
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,055	73.4%	86
Bought/changed motor oil in last 12 months	1,844	44.3%	93
Had tune-up in last 12 months	844	20.3%	79
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,883	69.3%	100
Drank regular cola in last 6 months	2,243	53.9%	122
Drank beer/ale in last 6 months	1,671	40.1%	95
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	236	5.7%	49
Own digital SLR camera/camcorder	218	5.2%	67
Printed digital photos in last 12 months	619	14.9%	64
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,619	38.9%	108
Have a smartphone	3,076	73.9%	93
Have a smartphone: Android phone (any brand)	2,098	50.4%	130
Have a smartphone: Apple iPhone	853	20.5%	53
Number of cell phones in household: 1	727	36.9%	120
Number of cell phones in household: 2	598	30.4%	79
Number of cell phones in household: 3+	531	27.0%	98
HH has cell phone only (no landline telephone)	1,328	67.4%	128
<b>Computers (Households)</b>			
HH owns a computer	1,047	53.1%	71
HH owns desktop computer	479	24.3%	63
HH owns laptop/notebook	781	39.6%	70
HH owns any Apple/Mac brand computer	190	9.6%	54
HH owns any PC/non-Apple brand computer	922	46.8%	75
HH purchased most recent computer in a store	489	24.8%	67
HH purchased most recent computer online	127	6.4%	48
Spent <\$500 on most recent home computer	253	12.8%	85
Spent \$500-\$999 on most recent home computer	218	11.1%	63
Spent \$1,000-\$1,499 on most recent home computer	95	4.8%	51
Spent \$1,500-\$1,999 on most recent home computer	58	2.9%	64
Spent \$2,000+ on most recent home computer	54	2.7%	68

**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.

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	2,411	57.9%	93
Bought brewed coffee at convenience store in last 30 days	548	13.2%	97
Bought cigarettes at convenience store in last 30 days	504	12.1%	111
Bought gas at convenience store in last 30 days	1,362	32.7%	89
Spent at convenience store in last 30 days: <\$20	242	5.8%	81
Spent at convenience store in last 30 days: \$20-\$39	394	9.5%	99
Spent at convenience store in last 30 days: \$40-\$50	399	9.6%	116
Spent at convenience store in last 30 days: \$51-\$99	238	5.7%	102
Spent at convenience store in last 30 days: \$100+	862	20.7%	93
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,156	51.8%	87
Went to live theater in last 12 months	262	6.3%	54
Went to a bar/night club in last 12 months	534	12.8%	73
Dined out in last 12 months	1,216	29.2%	57
Gambled at a casino in last 12 months	488	11.7%	91
Visited a theme park in last 12 months	662	15.9%	84
Viewed movie (video-on-demand) in last 30 days	407	9.8%	54
Viewed TV show (video-on-demand) in last 30 days	291	7.0%	50
Watched any pay-per-view TV in last 12 months	491	11.8%	107
Downloaded a movie over the Internet in last 30 days	453	10.9%	120
Downloaded any individual song in last 6 months	742	17.8%	88
Watched a movie online in the last 30 days	898	21.6%	90
Watched a TV program online in last 30 days	555	13.3%	74
Played a video/electronic game (console) in last 12 months	347	8.3%	91
Played a video/electronic game (portable) in last 12 months	221	5.3%	102
<b>Financial (Adults)</b>			
Have home mortgage (1st)	644	15.5%	49
Used ATM/cash machine in last 12 months	1,764	42.4%	80
Own any stock	157	3.8%	52
Own U.S. savings bond	106	2.5%	53
Own shares in mutual fund (stock)	131	3.1%	46
Own shares in mutual fund (bonds)	95	2.3%	48
Have interest checking account	630	15.1%	51
Have non-interest checking account	998	24.0%	81
Have savings account	1,714	41.2%	71
Have 401K retirement savings plan	294	7.1%	46
Own/used any credit/debit card in last 12 months	2,623	63.0%	79
Avg monthly credit card expenditures: <\$111	417	10.0%	83
Avg monthly credit card expenditures: \$111-\$225	270	6.5%	90
Avg monthly credit card expenditures: \$226-\$450	228	5.5%	81
Avg monthly credit card expenditures: \$451-\$700	179	4.3%	69
Avg monthly credit card expenditures: \$701-\$1,000	171	4.1%	71
Avg monthly credit card expenditures: \$1,001+	239	5.7%	53
Did banking online in last 12 months	964	23.2%	59
Did banking on mobile device in last 12 months	664	16.0%	68
Paid bills online in last 12 months	1,383	33.2%	67

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,371	69.6%	101
Used bread in last 6 months	1,841	93.5%	100
Used chicken (fresh or frozen) in last 6 months	1,370	69.5%	101
Used turkey (fresh or frozen) in last 6 months	287	14.6%	95
Used fish/seafood (fresh or frozen) in last 6 months	1,138	57.8%	105
Used fresh fruit/vegetables in last 6 months	1,651	83.8%	96
Used fresh milk in last 6 months	1,639	83.2%	97
Used organic food in last 6 months	441	22.4%	95
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	931	22.4%	80
Exercise at club 2+ times per week	374	9.0%	62
Visited a doctor in last 12 months	2,883	69.3%	90
Used vitamin/dietary supplement in last 6 months	2,105	50.6%	93
<b>Home (Households)</b>			
Any home improvement in last 12 months	393	19.9%	72
Used housekeeper/maid/professional HH cleaning service in last 12	199	10.1%	72
Purchased low ticket HH furnishings in last 12 months	280	14.2%	85
Purchased big ticket HH furnishings in last 12 months	379	19.2%	88
Bought any small kitchen appliance in last 12 months	388	19.7%	88
Bought any large kitchen appliance in last 12 months	220	11.2%	79
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,021	24.5%	55
Carry medical/hospital/accident insurance	2,449	58.8%	79
Carry homeowner insurance	925	22.2%	47
Carry renter's insurance	302	7.3%	84
Have auto insurance: 1 vehicle in household covered	617	31.3%	102
Have auto insurance: 2 vehicles in household covered	418	21.2%	74
Have auto insurance: 3+ vehicles in household covered	213	10.8%	47
<b>Pets (Households)</b>			
Household owns any pet	824	41.8%	77
Household owns any cat	261	13.2%	58
Household owns any dog	654	33.2%	80
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,419	34.1%	84
Usually buy items on credit rather than wait	481	11.6%	88
Usually buy based on quality - not price	716	17.2%	89
Price is usually more important than brand name	1,071	25.7%	92
Usually use coupons for brands I buy often	721	17.3%	97
Am interested in how to help the environment	966	23.2%	127
Usually pay more for environ safe product	731	17.6%	123
Usually value green products over convenience	569	13.7%	121
Likely to buy a brand that supports a charity	1,545	37.1%	107
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	292	7.0%	53
Bought hardcover book in last 12 months	551	13.2%	67
Bought paperback book in last 12 month	735	17.7%	61
Read any daily newspaper (paper version)	652	15.7%	76
Read any digital newspaper in last 30 days	1,168	28.1%	75
Read any magazine (paper/electronic version) in last 6 months	3,555	85.4%	94

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,819	67.7%	90
Went to family restaurant/steak house: 4+ times a month	990	23.8%	89
Went to fast food/drive-in restaurant in last 6 months	3,718	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo	1,512	36.3%	92
Fast food/drive-in last 6 months: eat in	1,494	35.9%	98
Fast food/drive-in last 6 months: home delivery	454	10.9%	130
Fast food/drive-in last 6 months: take-out/drive-thru	1,632	39.2%	83
Fast food/drive-in last 6 months: take-out/walk-in	706	17.0%	81
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,427	34.3%	75
Own any e-reader	187	4.5%	61
Own e-reader/tablet: iPad	682	16.4%	62
HH has Internet connectable TV	365	18.5%	72
Own any portable MP3 player	605	14.5%	68
HH owns 1 TV	470	23.9%	114
HH owns 2 TVs	569	28.9%	107
HH owns 3 TVs	322	16.3%	78
HH owns 4+ TVs	241	12.2%	69
HH subscribes to cable TV	814	41.3%	93
HH subscribes to fiber optic	84	4.3%	54
HH owns portable GPS navigation device	297	15.1%	61
HH purchased video game system in last 12 mos	151	7.7%	90
HH owns any Internet video device for TV	292	14.8%	73
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,358	32.6%	63
Took 3+ domestic non-business trips in last 12 months	275	6.6%	56
Spent on domestic vacations in last 12 months: <\$1,000	287	6.9%	64
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	162	3.9%	65
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	120	2.9%	73
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	93	2.2%	59
Spent on domestic vacations in last 12 months: \$3,000+	134	3.2%	51
Domestic travel in the 12 months: used general travel website	185	4.4%	64
Foreign travel in last 3 years	812	19.5%	74
Took 3+ foreign trips by plane in last 3 years	124	3.0%	62
Spent on foreign vacations in last 12 months: <\$1,000	163	3.9%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	134	3.2%	85
Spent on foreign vacations in last 12 months: \$3,000+	156	3.7%	63
Foreign travel in last 3 years: used general travel website	209	5.0%	83
Nights spent in hotel/motel in last 12 months: any	1,082	26.0%	60
Took cruise of more than one day in last 3 years	148	3.6%	42
Member of any frequent flyer program	277	6.7%	38
Member of any hotel rewards program	228	5.5%	33

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