

Demographic Summary		2018	2023
Population		5,032	5,227
Population 18+		3,866	4,039
Households		1,724	1,793
Median Household Income		\$34,339	\$38,465

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,798	46.5%	99
Bought any women's clothing in last 12 months	1,774	45.9%	106
Bought clothing for child <13 years in last 6 months	1,168	30.2%	112
Bought any shoes in last 12 months	2,289	59.2%	111
Bought costume jewelry in last 12 months	736	19.0%	105
Bought any fine jewelry in last 12 months	659	17.0%	95
Bought a watch in last 12 months	842	21.8%	138
Automobiles (Households)			
HH owns/leases any vehicle	1,281	74.3%	87
HH bought/leased new vehicle last 12 mo	192	11.1%	115
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,005	77.7%	91
Bought/changed motor oil in last 12 months	1,841	47.6%	100
Had tune-up in last 12 months	693	17.9%	70
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,746	71.0%	102
Drank regular cola in last 6 months	2,239	57.9%	131
Drank beer/ale in last 6 months	1,586	41.0%	97
Cameras (Adults)			
Own digital point & shoot camera/camcorder	147	3.8%	33
Own digital SLR camera/camcorder	232	6.0%	77
Printed digital photos in last 12 months	534	13.8%	59
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,472	38.1%	105
Have a smartphone	2,944	76.2%	95
Have a smartphone: Android phone (any brand)	2,010	52.0%	134
Have a smartphone: Apple iPhone	780	20.2%	53
Number of cell phones in household: 1	542	31.4%	102
Number of cell phones in household: 2	491	28.5%	74
Number of cell phones in household: 3+	558	32.4%	117
HH has cell phone only (no landline telephone)	1,228	71.2%	136
Computers (Households)			
HH owns a computer	878	50.9%	68
HH owns desktop computer	363	21.1%	55
HH owns laptop/notebook	652	37.8%	67
HH owns any Apple/Mac brand computer	130	7.5%	43
HH owns any PC/non-Apple brand computer	778	45.1%	72
HH purchased most recent computer in a store	390	22.6%	61
HH purchased most recent computer online	80	4.6%	35
Spent <\$500 on most recent home computer	196	11.4%	75
Spent \$500-\$999 on most recent home computer	187	10.8%	62
Spent \$1,000-\$1,499 on most recent home computer	79	4.6%	48
Spent \$1,500-\$1,999 on most recent home computer	47	2.7%	59
Spent \$2,000+ on most recent home computer	51	3.0%	73

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	2,030	52.5%	84
Bought brewed coffee at convenience store in last 30 days	382	9.9%	73
Bought cigarettes at convenience store in last 30 days	302	7.8%	72
Bought gas at convenience store in last 30 days	1,208	31.2%	85
Spent at convenience store in last 30 days: <\$20	212	5.5%	76
Spent at convenience store in last 30 days: \$20-\$39	332	8.6%	90
Spent at convenience store in last 30 days: \$40-\$50	378	9.8%	118
Spent at convenience store in last 30 days: \$51-\$99	177	4.6%	82
Spent at convenience store in last 30 days: \$100+	757	19.6%	88
Entertainment (Adults)			
Attended a movie in last 6 months	2,116	54.7%	92
Went to live theater in last 12 months	232	6.0%	52
Went to a bar/night club in last 12 months	371	9.6%	55
Dined out in last 12 months	841	21.8%	43
Gambled at a casino in last 12 months	443	11.5%	88
Visited a theme park in last 12 months	653	16.9%	89
Viewed movie (video-on-demand) in last 30 days	167	4.3%	24
Viewed TV show (video-on-demand) in last 30 days	108	2.8%	20
Watched any pay-per-view TV in last 12 months	431	11.1%	101
Downloaded a movie over the Internet in last 30 days	538	13.9%	153
Downloaded any individual song in last 6 months	611	15.8%	78
Watched a movie online in the last 30 days	780	20.2%	84
Watched a TV program online in last 30 days	412	10.7%	59
Played a video/electronic game (console) in last 12 months	258	6.7%	73
Played a video/electronic game (portable) in last 12 months	178	4.6%	89
Financial (Adults)			
Have home mortgage (1st)	507	13.1%	41
Used ATM/cash machine in last 12 months	1,671	43.2%	81
Own any stock	139	3.6%	50
Own U.S. savings bond	98	2.5%	53
Own shares in mutual fund (stock)	122	3.2%	46
Own shares in mutual fund (bonds)	90	2.3%	49
Have interest checking account	522	13.5%	46
Have non-interest checking account	929	24.0%	82
Have savings account	1,569	40.6%	70
Have 401K retirement savings plan	200	5.2%	33
Own/used any credit/debit card in last 12 months	2,396	62.0%	78
Avg monthly credit card expenditures: <\$111	308	8.0%	66
Avg monthly credit card expenditures: \$111-\$225	250	6.5%	90
Avg monthly credit card expenditures: \$226-\$450	207	5.4%	79
Avg monthly credit card expenditures: \$451-\$700	154	4.0%	64
Avg monthly credit card expenditures: \$701-\$1,000	177	4.6%	79
Avg monthly credit card expenditures: \$1,001+	230	5.9%	54
Did banking online in last 12 months	766	19.8%	50
Did banking on mobile device in last 12 months	579	15.0%	64
Paid bills online in last 12 months	1,141	29.5%	60

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,235	71.6%	104
Used bread in last 6 months	1,591	92.3%	99
Used chicken (fresh or frozen) in last 6 months	1,251	72.6%	105
Used turkey (fresh or frozen) in last 6 months	249	14.4%	94
Used fish/seafood (fresh or frozen) in last 6 months	1,047	60.7%	111
Used fresh fruit/vegetables in last 6 months	1,451	84.2%	97
Used fresh milk in last 6 months	1,411	81.8%	95
Used organic food in last 6 months	426	24.7%	104
Health (Adults)			
Exercise at home 2+ times per week	808	20.9%	75
Exercise at club 2+ times per week	380	9.8%	68
Visited a doctor in last 12 months	2,604	67.4%	88
Used vitamin/dietary supplement in last 6 months	2,165	56.0%	103
Home (Households)			
Any home improvement in last 12 months	387	22.4%	81
Used housekeeper/maid/professional HH cleaning service in last 12	192	11.1%	80
Purchased low ticket HH furnishings in last 12 months	263	15.3%	91
Purchased big ticket HH furnishings in last 12 months	348	20.2%	92
Bought any small kitchen appliance in last 12 months	282	16.4%	73
Bought any large kitchen appliance in last 12 months	130	7.5%	53
Insurance (Adults/Households)			
Currently carry life insurance	690	17.8%	40
Carry medical/hospital/accident insurance	1,941	50.2%	67
Carry homeowner insurance	598	15.5%	33
Carry renter's insurance	208	5.4%	62
Have auto insurance: 1 vehicle in household covered	524	30.4%	99
Have auto insurance: 2 vehicles in household covered	455	26.4%	92
Have auto insurance: 3+ vehicles in household covered	183	10.6%	46
Pets (Households)			
Household owns any pet	692	40.1%	74
Household owns any cat	121	7.0%	31
Household owns any dog	640	37.1%	89
Psychographics (Adults)			
Buying American is important to me	1,149	29.7%	73
Usually buy items on credit rather than wait	320	8.3%	63
Usually buy based on quality - not price	474	12.3%	63
Price is usually more important than brand name	941	24.3%	87
Usually use coupons for brands I buy often	626	16.2%	90
Am interested in how to help the environment	1,027	26.6%	146
Usually pay more for environ safe product	832	21.5%	151
Usually value green products over convenience	642	16.6%	147
Likely to buy a brand that supports a charity	1,541	39.9%	115
Reading (Adults)			
Bought digital book in last 12 months	246	6.4%	48
Bought hardcover book in last 12 months	430	11.1%	56
Bought paperback book in last 12 month	530	13.7%	47
Read any daily newspaper (paper version)	507	13.1%	64
Read any digital newspaper in last 30 days	1,019	26.4%	70
Read any magazine (paper/electronic version) in last 6 months	3,146	81.4%	90

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,630	68.0%	90
Went to family restaurant/steak house: 4+ times a month	949	24.5%	91
Went to fast food/drive-in restaurant in last 6 months	3,488	90.2%	100
Went to fast food/drive-in restaurant 9+ times/mo	1,331	34.4%	87
Fast food/drive-in last 6 months: eat in	1,484	38.4%	104
Fast food/drive-in last 6 months: home delivery	463	12.0%	143
Fast food/drive-in last 6 months: take-out/drive-thru	1,264	32.7%	69
Fast food/drive-in last 6 months: take-out/walk-in	439	11.4%	54
Television & Electronics (Adults/Households)			
Own any tablet	1,223	31.6%	69
Own any e-reader	139	3.6%	49
Own e-reader/tablet: iPad	641	16.6%	62
HH has Internet connectable TV	286	16.6%	64
Own any portable MP3 player	509	13.2%	61
HH owns 1 TV	433	25.1%	120
HH owns 2 TVs	558	32.4%	120
HH owns 3 TVs	298	17.3%	82
HH owns 4+ TVs	120	7.0%	39
HH subscribes to cable TV	651	37.8%	85
HH subscribes to fiber optic	46	2.7%	34
HH owns portable GPS navigation device	223	12.9%	52
HH purchased video game system in last 12 mos	119	6.9%	81
HH owns any Internet video device for TV	218	12.6%	62
Travel (Adults)			
Domestic travel in last 12 months	1,133	29.3%	56
Took 3+ domestic non-business trips in last 12 months	200	5.2%	44
Spent on domestic vacations in last 12 months: <\$1,000	172	4.4%	41
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	181	4.7%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	136	3.5%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	114	2.9%	77
Spent on domestic vacations in last 12 months: \$3,000+	153	4.0%	63
Domestic travel in the 12 months: used general travel website	218	5.6%	81
Foreign travel in last 3 years	850	22.0%	83
Took 3+ foreign trips by plane in last 3 years	119	3.1%	64
Spent on foreign vacations in last 12 months: <\$1,000	160	4.1%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	128	3.3%	88
Spent on foreign vacations in last 12 months: \$3,000+	149	3.9%	65
Foreign travel in last 3 years: used general travel website	210	5.4%	90
Nights spent in hotel/motel in last 12 months: any	865	22.4%	51
Took cruise of more than one day in last 3 years	116	3.0%	35
Member of any frequent flyer program	171	4.4%	25
Member of any hotel rewards program	135	3.5%	21

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