



Demographic Summary		2019	2024
Population		5,900	5,829
Population 18+		4,471	4,441
Households		2,261	2,246
Median Household Income		\$74,365	\$81,010

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,272	50.8%	107
Bought any women's clothing in last 12 months	2,024	45.3%	106
Bought clothing for child <13 years in last 6 months	1,307	29.2%	110
Bought any shoes in last 12 months	2,443	54.6%	104
Bought costume jewelry in last 12 months	756	16.9%	97
Bought any fine jewelry in last 12 months	769	17.2%	96
Bought a watch in last 12 months	686	15.3%	99
Automobiles (Households)			
HH owns/leases any vehicle	2,096	92.7%	108
HH bought/leased new vehicle last 12 months	255	11.3%	115
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,116	92.1%	108
Bought/changed motor oil in last 12 months	2,348	52.5%	110
Had tune-up in last 12 months	1,159	25.9%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,243	72.5%	101
Drank regular cola in last 6 months	1,947	43.5%	98
Drank beer/ale in last 6 months	1,968	44.0%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	538	12.0%	120
Own digital SLR camera/camcorder	415	9.3%	118
Printed digital photos in last 12 months	1,233	27.6%	121
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,604	35.9%	104
Have a smartphone	3,809	85.2%	102
Have a smartphone: Android phone (any brand)	1,930	43.2%	107
Have a smartphone: Apple iPhone	1,829	40.9%	98
Number of cell phones in household: 1	511	22.6%	74
Number of cell phones in household: 2	957	42.3%	109
Number of cell phones in household: 3+	748	33.1%	118
HH has cell phone only (no landline telephone)	1,253	55.4%	99
Computers (Households)			
HH owns a computer	1,849	81.8%	111
HH owns desktop computer	957	42.3%	115
HH owns laptop/notebook	1,432	63.3%	112
HH owns any Apple/Mac brand computer	395	17.5%	97
HH owns any PC/non-Apple brand computer	1,588	70.2%	114
HH purchased most recent computer in a store	968	42.8%	118
HH purchased most recent computer online	336	14.9%	109
Spent <\$1-499 on most recent home computer	399	17.6%	120
Spent \$500-\$999 on most recent home computer	471	20.8%	124
Spent \$1,000-\$1,499 on most recent home computer	226	10.0%	104
Spent \$1,500-\$1,999 on most recent home computer	97	4.3%	97
Spent \$2,000+ on most recent home computer	83	3.7%	93

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 2019 and 2024.



Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,988	66.8%	106
Bought brewed coffee at convenience store in last 30 days	693	15.5%	111
Bought cigarettes at convenience store in last 30 days	450	10.1%	93
Bought gas at convenience store in last 30 days	1,967	44.0%	118
Spent at convenience store in last 30 days: <\$1-19	324	7.2%	105
Spent at convenience store in last 30 days: \$20-\$39	446	10.0%	105
Spent at convenience store in last 30 days: \$40-\$50	369	8.3%	100
Spent at convenience store in last 30 days: \$51-\$99	256	5.7%	103
Spent at convenience store in last 30 days: \$100+	1,175	26.3%	118
Entertainment (Adults)			
Attended a movie in last 6 months	2,717	60.8%	104
Went to live theater in last 12 months	441	9.9%	90
Went to a bar/night club in last 12 months	866	19.4%	112
Dined out in last 12 months	2,606	58.3%	112
Gambled at a casino in last 12 months	587	13.1%	99
Visited a theme park in last 12 months	840	18.8%	99
Viewed movie (video-on-demand) in last 30 days	830	18.6%	106
Viewed TV show (video-on-demand) in last 30 days	615	13.8%	109
Watched any pay-per-view TV in last 12 months	509	11.4%	116
Downloaded a movie over the Internet in last 30 days	402	9.0%	94
Downloaded any individual song in last 6 months	951	21.3%	112
Watched a movie online in the last 30 days	1,101	24.6%	91
Watched a TV program online in last 30 days	806	18.0%	95
Played a video/electronic game (console) in last 12 months	426	9.5%	108
Played a video/electronic game (portable) in last 12 months	203	4.5%	97
Financial (Adults)			
Have home mortgage (1st)	1,795	40.1%	129
Used ATM/cash machine in last 12 months	2,558	57.2%	108
Own any stock	335	7.5%	105
Own U.S. savings bond	231	5.2%	118
Own shares in mutual fund (stock)	351	7.9%	110
Own shares in mutual fund (bonds)	233	5.2%	109
Have interest checking account	1,443	32.3%	112
Have non-interest checking account	1,460	32.7%	111
Have savings account	2,891	64.7%	113
Have 401K retirement savings plan	904	20.2%	126
Own/used any credit/debit card in last 12 months	3,751	83.9%	106
Avg monthly credit card expenditures: <\$1-110	637	14.2%	124
Avg monthly credit card expenditures: \$111-\$225	363	8.1%	110
Avg monthly credit card expenditures: \$226-\$450	358	8.0%	117
Avg monthly credit card expenditures: \$451-\$700	268	6.0%	98
Avg monthly credit card expenditures: \$701-\$1,000	261	5.8%	104
Avg monthly credit card expenditures: \$1,001+	469	10.5%	90
Did banking online in last 12 months	2,029	45.4%	116
Did banking on mobile device in last 12 months	1,370	30.6%	118
Paid bills online in last 12 months	2,476	55.4%	110

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,656	73.2%	106
Used bread in last 6 months	2,114	93.5%	100
Used chicken (fresh or frozen) in last 6 months	1,642	72.6%	105
Used turkey (fresh or frozen) in last 6 months	376	16.6%	111
Used fish/seafood (fresh or frozen) in last 6 months	1,236	54.7%	99
Used fresh fruit/vegetables in last 6 months	1,970	87.1%	101
Used fresh milk in last 6 months	1,985	87.8%	102
Used organic food in last 6 months	464	20.5%	86
Health (Adults)			
Exercise at home 2+ times per week	1,335	29.9%	109
Exercise at club 2+ times per week	709	15.9%	110
Visited a doctor in last 12 months	3,496	78.2%	102
Used vitamin/dietary supplement in last 6 months	2,507	56.1%	104
Home (Households)			
Did any home improvement in last 12 months	785	34.7%	126
Used any housekeeper/professional cleaning service in last 12 months	280	12.4%	85
Purchased low ticket HH furnishings in last 12 months	389	17.2%	101
Purchased big ticket HH furnishings in last 12 months	538	23.8%	107
Bought any small kitchen appliance in last 12 months	522	23.1%	104
Bought any large kitchen appliance in last 12 months	365	16.1%	116
Insurance (Adults/Households)			
Currently carry life insurance	2,325	52.0%	117
Carry medical/hospital/accident insurance	3,574	79.9%	107
Carry homeowner insurance	2,604	58.2%	123
Carry renter's insurance	331	7.4%	87
Have auto insurance: 1 vehicle in household covered	561	24.8%	80
Have auto insurance: 2 vehicles in household covered	759	33.6%	118
Have auto insurance: 3+ vehicles in household covered	726	32.1%	140
Pets (Households)			
Household owns any pet	1,534	67.8%	124
Household owns any cat	653	28.9%	127
Household owns any dog	1,213	53.6%	129
Psychographics (Adults)			
Buying American is important to me	1,917	42.9%	109
Usually buy items on credit rather than wait	533	11.9%	91
Usually buy based on quality - not price	747	16.7%	88
Price is usually more important than brand name	1,289	28.8%	105
Usually use coupons for brands I buy often	812	18.2%	105
Am interested in how to help the environment	771	17.2%	89
Usually pay more for environ safe product	516	11.5%	81
Usually value green products over convenience	415	9.3%	82
Likely to buy a brand that supports a charity	1,590	35.6%	101
Reading (Adults)			
Bought digital book in last 12 months	598	13.4%	103
Bought hardcover book in last 12 months	941	21.0%	105
Bought paperback book in last 12 month	1,365	30.5%	107
Read any daily newspaper (paper version)	812	18.2%	99
Read any digital newspaper in last 30 days	1,813	40.6%	102
Read any magazine (paper/electronic version) in last 6 months	4,168	93.2%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,603	80.6%	107
Went to family restaurant/steak house: 4+ times a month	1,388	31.0%	117
Went to fast food/drive-in restaurant in last 6 months	4,158	93.0%	102
Went to fast food/drive-in restaurant 9+ times/month	1,925	43.1%	110
Fast food restaurant last 6 months: eat in	1,811	40.5%	109
Fast food restaurant last 6 months: home delivery	381	8.5%	99
Fast food restaurant last 6 months: take-out/drive-thru	2,418	54.1%	115
Fast food restaurant last 6 months: take-out/walk-in	1,045	23.4%	112
Television & Electronics (Adults/Households)			
Own any tablet	2,419	54.1%	112
Own any e-reader	391	8.7%	105
Own e-reader/tablet: iPad	1,350	30.2%	107
HH has Internet connectable TV	780	34.5%	120
Own any portable MP3 player	917	20.5%	110
HH owns 1 TV	376	16.6%	79
HH owns 2 TVs	604	26.7%	100
HH owns 3 TVs	511	22.6%	108
HH owns 4+ TVs	535	23.7%	136
HH subscribes to cable TV	953	42.1%	97
HH subscribes to fiber optic	133	5.9%	83
HH owns portable GPS navigation device	643	28.4%	124
HH purchased video game system in last 12 months	184	8.1%	99
HH owns any Internet video device for TV	613	27.1%	113
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,587	57.9%	110
Took 3+ domestic non-business trips in last 12 months	561	12.5%	106
Spent on domestic vacations in last 12 months: <\$1-999	542	12.1%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	342	7.6%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	184	4.1%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	202	4.5%	108
Spent on domestic vacations in last 12 months: \$3,000+	303	6.8%	105
Domestic travel in last 12 months: used general travel website	321	7.2%	105
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,142	25.5%	93
Took 3+ foreign trips by plane in last 3 years	187	4.2%	77
Spent on foreign vacations in last 12 months: <\$1-999	174	3.9%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	164	3.7%	92
Spent on foreign vacations in last 12 months: \$3,000+	258	5.8%	91
Foreign travel in last 3 years: used general travel website	225	5.0%	88
Nights spent in hotel/motel in last 12 months: any	2,249	50.3%	113
Took cruise of more than one day in last 3 years	414	9.3%	104
Member of any frequent flyer program	812	18.2%	101
Member of any hotel rewards program	879	19.7%	109

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