



Demographic Summary		2020	2025
Population		5,903	5,813
Population 18+		4,487	4,435
Households		2,270	2,248
Median Household Income		\$76,551	\$83,078

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	2,321	51.7%	107
Bought any women's clothing in last 12 months	2,059	45.9%	104
Bought clothing for child <13 years in last 6 months	1,239	27.6%	105
Bought any shoes in last 12 months	2,440	54.4%	104
Bought costume jewelry in last 12 months	730	16.3%	96
Bought any fine jewelry in last 12 months	804	17.9%	99
Bought a watch in last 12 months	662	14.8%	96
Automobiles (Households)			
HH owns/leases any vehicle	2,088	92.0%	108
HH bought/leased new vehicle last 12 months	263	11.6%	122
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,092	91.2%	107
Bought/changed motor oil in last 12 months	2,225	49.6%	106
Had tune-up in last 12 months	1,197	26.7%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,326	74.1%	103
Drank regular cola in last 6 months	1,918	42.7%	98
Drank beer/ale in last 6 months	1,908	42.5%	103
Cameras (Adults)			
Own digital point & shoot camera/camcorder	437	9.7%	115
Own digital SLR camera/camcorder	387	8.6%	113
Printed digital photos in last 12 months	1,176	26.2%	119
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,584	35.3%	105
Have a smartphone	3,960	88.3%	101
Have a smartphone: Android phone (any brand)	1,950	43.5%	105
Have a smartphone: Apple iPhone	1,975	44.0%	98
Number of cell phones in household: 1	514	22.6%	75
Number of cell phones in household: 2	918	40.4%	105
Number of cell phones in household: 3+	788	34.7%	120
HH has cell phone only (no landline telephone)	1,285	56.6%	94
Computers (Households)			
HH owns a computer	1,845	81.3%	111
HH owns desktop computer	934	41.1%	117
HH owns laptop/notebook	1,435	63.2%	110
HH owns any Apple/Mac brand computer	442	19.5%	102
HH owns any PC/non-Apple brand computer	1,568	69.1%	114
HH purchased most recent computer in a store	921	40.6%	115
HH purchased most recent computer online	363	16.0%	113
HH spent \$1-\$499 on most recent home computer	373	16.4%	112
HH spent \$500-\$999 on most recent home computer	432	19.0%	119
HH spent \$1,000-\$1,499 on most recent home computer	230	10.1%	104
HH spent \$1,500-\$1,999 on most recent home computer	115	5.1%	114
HH spent \$2,000+ on most recent home computer	96	4.2%	104

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 2020 and 2025.



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	2,997	66.8%	107
Bought brewed coffee at convenience store in last 30 days	649	14.5%	109
Bought cigarettes at convenience store in last 30 days	417	9.3%	89
Bought gas at convenience store in last 30 days	1,922	42.8%	115
Spent at convenience store in last 30 days: \$1-19	342	7.6%	113
Spent at convenience store in last 30 days: \$20-\$39	417	9.3%	100
Spent at convenience store in last 30 days: \$40-\$50	345	7.7%	96
Spent at convenience store in last 30 days: \$51-\$99	257	5.7%	105
Spent at convenience store in last 30 days: \$100+	1,201	26.8%	118
Entertainment (Adults)			
Attended a movie in last 6 months	2,712	60.4%	103
Went to live theater in last 12 months	510	11.4%	100
Went to a bar/night club in last 12 months	819	18.3%	108
Dined out in last 12 months	2,519	56.1%	110
Gambled at a casino in last 12 months	650	14.5%	106
Visited a theme park in last 12 months	883	19.7%	105
Viewed movie (video-on-demand) in last 30 days	819	18.3%	110
Viewed TV show (video-on-demand) in last 30 days	599	13.3%	115
Watched any pay-per-view TV in last 12 months	445	9.9%	112
Downloaded a movie over the Internet in last 30 days	393	8.8%	87
Downloaded any individual song in last 6 months	913	20.3%	108
Watched a movie online in the last 30 days	1,227	27.3%	91
Watched a TV program online in last 30 days	878	19.6%	97
Played a video/electronic game (console) in last 12 months	460	10.3%	113
Played a video/electronic game (portable) in last 12 months	188	4.2%	98
Financial (Adults)			
Have home mortgage (1st)	1,833	40.9%	133
Used ATM/cash machine in last 12 months	2,538	56.6%	108
Own any stock	319	7.1%	101
Own U.S. savings bond	220	4.9%	117
Own shares in mutual fund (stock)	337	7.5%	105
Own shares in mutual fund (bonds)	209	4.7%	98
Have interest checking account	1,415	31.5%	111
Have non-interest checking account	1,424	31.7%	110
Have savings account	2,864	63.8%	112
Have 401K retirement savings plan	925	20.6%	129
Own/used any credit/debit card in last 12 months	3,809	84.9%	106
Avg monthly credit card expenditures: \$1-110	626	14.0%	123
Avg monthly credit card expenditures: \$111-\$225	405	9.0%	125
Avg monthly credit card expenditures: \$226-\$450	347	7.7%	112
Avg monthly credit card expenditures: \$451-\$700	262	5.8%	94
Avg monthly credit card expenditures: \$701-\$1,000	274	6.1%	104
Avg monthly credit card expenditures: \$1,001+	546	12.2%	100
Did banking online in last 12 months	1,974	44.0%	112
Did banking on mobile device in last 12 months	1,503	33.5%	118
Paid bills online in last 12 months	2,504	55.8%	109

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	1,647	72.6%	106
HH used bread in last 6 months	2,126	93.7%	100
HH used chicken (fresh or frozen) in last 6 months	1,609	70.9%	104
HH used turkey (fresh or frozen) in last 6 months	369	16.3%	109
HH used fish/seafood (fresh or frozen) in last 6 months	1,267	55.8%	102
HH used fresh fruit/vegetables in last 6 months	1,963	86.5%	103
HH used fresh milk in last 6 months	1,978	87.1%	103
HH used organic food in last 6 months	506	22.3%	92
Health (Adults)			
Exercise at home 2+ times per week	1,349	30.1%	110
Exercise at club 2+ times per week	692	15.4%	109
Visited a doctor in last 12 months	3,548	79.1%	104
Used vitamin/dietary supplement in last 6 months	2,505	55.8%	104
Home (Households)			
HH did any home improvement in last 12 months	777	34.2%	125
HH used any maid/professional cleaning service in last 12 months	324	14.3%	96
HH purchased low ticket HH furnishings in last 12 months	402	17.7%	102
HH purchased big ticket HH furnishings in last 12 months	541	23.8%	105
HH bought any small kitchen appliance in last 12 months	525	23.1%	102
HH bought any large kitchen appliance in last 12 months	332	14.6%	111
Insurance (Adults/Households)			
Currently carry life insurance	2,298	51.2%	118
Carry medical/hospital/accident insurance	3,583	79.9%	108
Carry homeowner insurance	2,685	59.8%	129
Carry renter's insurance	307	6.8%	79
HH has auto insurance: 1 vehicle in household covered	550	24.2%	80
HH has auto insurance: 2 vehicles in household covered	752	33.1%	120
HH has auto insurance: 3+ vehicles in household covered	700	30.8%	137
Pets (Households)			
Household owns any pet	1,483	65.3%	121
Household owns any cat	643	28.3%	124
Household owns any dog	1,173	51.7%	126
Psychographics (Adults)			
Buying American is important to me	1,799	40.1%	109
Usually buy items on credit rather than wait	549	12.2%	91
Usually buy based on quality - not price	739	16.5%	90
Price is usually more important than brand name	1,238	27.6%	98
Usually use coupons for brands I buy often	746	16.6%	104
Am interested in how to help the environment	795	17.7%	90
Usually pay more for environ safe product	590	13.1%	89
Usually value green products over convenience	469	10.5%	92
Likely to buy a brand that supports a charity	1,630	36.3%	102
Reading (Adults)			
Bought digital book in last 12 months	560	12.5%	95
Bought hardcover book in last 12 months	898	20.0%	100
Bought paperback book in last 12 month	1,325	29.5%	105
Read any daily newspaper (paper version)	697	15.5%	98
Read any digital newspaper in last 30 days	1,838	41.0%	99
Read any magazine (paper/electronic version) in last 6 months	4,135	92.2%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,557	79.3%	108
Went to family restaurant/steak house: 4+ times a month	1,371	30.6%	117
Went to fast food/drive-in restaurant in last 6 months	4,145	92.4%	102
Went to fast food/drive-in restaurant 9+ times/month	1,885	42.0%	108
Fast food restaurant last 6 months: eat in	1,743	38.8%	108
Fast food restaurant last 6 months: home delivery	406	9.0%	107
Fast food restaurant last 6 months: take-out/drive-thru	2,358	52.6%	115
Fast food restaurant last 6 months: take-out/walk-in	1,029	22.9%	111
Television & Electronics (Adults/Households)			
Own any tablet	2,446	54.5%	109
Own any e-reader	468	10.4%	108
Own e-reader/tablet: iPad	1,401	31.2%	106
HH has Internet connectable TV	847	37.3%	118
Own any portable MP3 player	794	17.7%	111
HH owns 1 TV	388	17.1%	80
HH owns 2 TVs	584	25.7%	98
HH owns 3 TVs	521	23.0%	109
HH owns 4+ TVs	526	23.2%	138
HH subscribes to cable TV	946	41.7%	101
HH subscribes to fiber optic	117	5.2%	80
HH owns portable GPS navigation device	599	26.4%	130
HH purchased video game system in last 12 months	182	8.0%	94
HH owns any Internet video device for TV	701	30.9%	112
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,568	57.2%	109
Took 3+ domestic non-business trips in last 12 months	605	13.5%	113
Spent on domestic vacations in last 12 months: \$1-999	499	11.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	348	7.8%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	193	4.3%	111
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	252	5.6%	128
Spent on domestic vacations in last 12 months: \$3,000+	312	7.0%	109
Domestic travel in last 12 months: used general travel website	276	6.2%	93
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,222	27.2%	94
Took 3+ foreign trips by plane in last 3 years	213	4.7%	81
Spent on foreign vacations in last 12 months: \$1-999	195	4.3%	87
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	189	4.2%	97
Spent on foreign vacations in last 12 months: \$3,000+	283	6.3%	94
Foreign travel in last 3 years: used general travel website	216	4.8%	82
Nights spent in hotel/motel in last 12 months: any	2,263	50.4%	112
Took cruise of more than one day in last 3 years	460	10.3%	111
Member of any frequent flyer program	858	19.1%	104
Member of any hotel rewards program	996	22.2%	117

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