



Demographic Summary		2019	2024
Population		23,900	25,067
Population 18+		18,120	19,156
Households		8,953	9,481
Median Household Income		\$70,487	\$77,978

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	9,071	50.1%	106
Bought any women's clothing in last 12 months	8,096	44.7%	104
Bought clothing for child <13 years in last 6 months	4,864	26.8%	101
Bought any shoes in last 12 months	9,675	53.4%	102
Bought costume jewelry in last 12 months	3,178	17.5%	101
Bought any fine jewelry in last 12 months	3,248	17.9%	100
Bought a watch in last 12 months	2,733	15.1%	97
Automobiles (Households)			
HH owns/leases any vehicle	8,189	91.5%	107
HH bought/leased new vehicle last 12 months	974	10.9%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,559	91.4%	107
Bought/changed motor oil in last 12 months	9,181	50.7%	106
Had tune-up in last 12 months	4,523	25.0%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,020	71.9%	100
Drank regular cola in last 6 months	7,728	42.6%	96
Drank beer/ale in last 6 months	7,911	43.7%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,262	12.5%	125
Own digital SLR camera/camcorder	1,575	8.7%	110
Printed digital photos in last 12 months	4,807	26.5%	116
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,670	36.8%	106
Have a smartphone	15,298	84.4%	101
Have a smartphone: Android phone (any brand)	7,261	40.1%	99
Have a smartphone: Apple iPhone	7,761	42.8%	102
Number of cell phones in household: 1	2,358	26.3%	86
Number of cell phones in household: 2	3,758	42.0%	109
Number of cell phones in household: 3+	2,650	29.6%	105
HH has cell phone only (no landline telephone)	4,958	55.4%	99
Computers (Households)			
HH owns a computer	7,043	78.7%	107
HH owns desktop computer	3,626	40.5%	110
HH owns laptop/notebook	5,542	61.9%	109
HH owns any Apple/Mac brand computer	1,573	17.6%	97
HH owns any PC/non-Apple brand computer	5,994	66.9%	109
HH purchased most recent computer in a store	3,695	41.3%	114
HH purchased most recent computer online	1,297	14.5%	107
Spent <\$1-499 on most recent home computer	1,424	15.9%	108
Spent \$500-\$999 on most recent home computer	1,811	20.2%	121
Spent \$1,000-\$1,499 on most recent home computer	915	10.2%	107
Spent \$1,500-\$1,999 on most recent home computer	416	4.6%	105
Spent \$2,000+ on most recent home computer	384	4.3%	108

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	12,090	66.7%	105
Bought brewed coffee at convenience store in last 30 days	2,618	14.4%	104
Bought cigarettes at convenience store in last 30 days	1,878	10.4%	96
Bought gas at convenience store in last 30 days	7,757	42.8%	115
Spent at convenience store in last 30 days: <\$1-19	1,388	7.7%	111
Spent at convenience store in last 30 days: \$20-\$39	1,855	10.2%	108
Spent at convenience store in last 30 days: \$40-\$50	1,532	8.5%	102
Spent at convenience store in last 30 days: \$51-\$99	1,064	5.9%	106
Spent at convenience store in last 30 days: \$100+	4,497	24.8%	111
Entertainment (Adults)			
Attended a movie in last 6 months	11,036	60.9%	104
Went to live theater in last 12 months	2,195	12.1%	110
Went to a bar/night club in last 12 months	3,608	19.9%	115
Dined out in last 12 months	10,553	58.2%	112
Gambled at a casino in last 12 months	2,415	13.3%	101
Visited a theme park in last 12 months	3,333	18.4%	97
Viewed movie (video-on-demand) in last 30 days	3,337	18.4%	105
Viewed TV show (video-on-demand) in last 30 days	2,401	13.3%	105
Watched any pay-per-view TV in last 12 months	1,878	10.4%	106
Downloaded a movie over the Internet in last 30 days	1,523	8.4%	88
Downloaded any individual song in last 6 months	3,601	19.9%	104
Watched a movie online in the last 30 days	4,273	23.6%	87
Watched a TV program online in last 30 days	3,302	18.2%	96
Played a video/electronic game (console) in last 12 months	1,739	9.6%	108
Played a video/electronic game (portable) in last 12 months	813	4.5%	96
Financial (Adults)			
Have home mortgage (1st)	6,927	38.2%	123
Used ATM/cash machine in last 12 months	10,344	57.1%	108
Own any stock	1,487	8.2%	114
Own U.S. savings bond	894	4.9%	113
Own shares in mutual fund (stock)	1,465	8.1%	113
Own shares in mutual fund (bonds)	1,040	5.7%	120
Have interest checking account	6,123	33.8%	118
Have non-interest checking account	5,852	32.3%	110
Have savings account	11,619	64.1%	112
Have 401K retirement savings plan	3,550	19.6%	122
Own/used any credit/debit card in last 12 months	15,224	84.0%	106
Avg monthly credit card expenditures: <\$1-110	2,428	13.4%	116
Avg monthly credit card expenditures: \$111-\$225	1,438	7.9%	108
Avg monthly credit card expenditures: \$226-\$450	1,439	7.9%	116
Avg monthly credit card expenditures: \$451-\$700	1,106	6.1%	99
Avg monthly credit card expenditures: \$701-\$1,000	1,048	5.8%	103
Avg monthly credit card expenditures: \$1,001+	2,123	11.7%	101
Did banking online in last 12 months	8,285	45.7%	117
Did banking on mobile device in last 12 months	5,417	29.9%	115
Paid bills online in last 12 months	9,979	55.1%	110

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,437	71.9%	104
Used bread in last 6 months	8,373	93.5%	100
Used chicken (fresh or frozen) in last 6 months	6,411	71.6%	103
Used turkey (fresh or frozen) in last 6 months	1,366	15.3%	102
Used fish/seafood (fresh or frozen) in last 6 months	4,835	54.0%	98
Used fresh fruit/vegetables in last 6 months	7,746	86.5%	101
Used fresh milk in last 6 months	7,779	86.9%	101
Used organic food in last 6 months	1,929	21.5%	90
Health (Adults)			
Exercise at home 2+ times per week	5,687	31.4%	115
Exercise at club 2+ times per week	2,728	15.1%	105
Visited a doctor in last 12 months	14,360	79.2%	103
Used vitamin/dietary supplement in last 6 months	10,019	55.3%	102
Home (Households)			
Did any home improvement in last 12 months	2,942	32.9%	119
Used any housekeeper/professional cleaning service in last 12 months	1,185	13.2%	91
Purchased low ticket HH furnishings in last 12 months	1,655	18.5%	108
Purchased big ticket HH furnishings in last 12 months	2,023	22.6%	102
Bought any small kitchen appliance in last 12 months	2,024	22.6%	101
Bought any large kitchen appliance in last 12 months	1,402	15.7%	112
Insurance (Adults/Households)			
Currently carry life insurance	9,327	51.5%	116
Carry medical/hospital/accident insurance	14,378	79.3%	106
Carry homeowner insurance	10,227	56.4%	119
Carry renter's insurance	1,555	8.6%	101
Have auto insurance: 1 vehicle in household covered	2,480	27.7%	89
Have auto insurance: 2 vehicles in household covered	2,838	31.7%	111
Have auto insurance: 3+ vehicles in household covered	2,617	29.2%	128
Pets (Households)			
Household owns any pet	5,629	62.9%	115
Household owns any cat	2,479	27.7%	122
Household owns any dog	4,307	48.1%	115
Psychographics (Adults)			
Buying American is important to me	7,627	42.1%	107
Usually buy items on credit rather than wait	2,231	12.3%	94
Usually buy based on quality - not price	3,245	17.9%	94
Price is usually more important than brand name	4,956	27.4%	100
Usually use coupons for brands I buy often	3,199	17.7%	102
Am interested in how to help the environment	3,110	17.2%	89
Usually pay more for environ safe product	2,322	12.8%	90
Usually value green products over convenience	1,835	10.1%	90
Likely to buy a brand that supports a charity	6,313	34.8%	99
Reading (Adults)			
Bought digital book in last 12 months	2,482	13.7%	106
Bought hardcover book in last 12 months	3,915	21.6%	108
Bought paperback book in last 12 month	5,595	30.9%	108
Read any daily newspaper (paper version)	3,578	19.7%	107
Read any digital newspaper in last 30 days	7,343	40.5%	102
Read any magazine (paper/electronic version) in last 6 months	16,687	92.1%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,407	79.5%	106
Went to family restaurant/steak house: 4+ times a month	5,497	30.3%	114
Went to fast food/drive-in restaurant in last 6 months	16,831	92.9%	102
Went to fast food/drive-in restaurant 9+ times/month	7,633	42.1%	107
Fast food restaurant last 6 months: eat in	7,182	39.6%	107
Fast food restaurant last 6 months: home delivery	1,597	8.8%	102
Fast food restaurant last 6 months: take-out/drive-thru	9,462	52.2%	111
Fast food restaurant last 6 months: take-out/walk-in	4,058	22.4%	108
Television & Electronics (Adults/Households)			
Own any tablet	9,141	50.4%	105
Own any e-reader	1,632	9.0%	108
Own e-reader/tablet: iPad	5,366	29.6%	105
HH has Internet connectable TV	2,891	32.3%	113
Own any portable MP3 player	3,723	20.5%	111
HH owns 1 TV	1,630	18.2%	87
HH owns 2 TVs	2,328	26.0%	97
HH owns 3 TVs	2,046	22.9%	109
HH owns 4+ TVs	1,935	21.6%	124
HH subscribes to cable TV	3,847	43.0%	98
HH subscribes to fiber optic	506	5.7%	80
HH owns portable GPS navigation device	2,480	27.7%	121
HH purchased video game system in last 12 months	660	7.4%	90
HH owns any Internet video device for TV	2,344	26.2%	109
Travel (Adults)			
Took domestic trip in continental US last 12 months	10,742	59.3%	113
Took 3+ domestic non-business trips in last 12 months	2,421	13.4%	113
Spent on domestic vacations in last 12 months: <\$1-999	2,167	12.0%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,364	7.5%	120
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	866	4.8%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	846	4.7%	112
Spent on domestic vacations in last 12 months: \$3,000+	1,402	7.7%	120
Domestic travel in last 12 months: used general travel website	1,315	7.3%	106
Took foreign trip (including Alaska and Hawaii) in last 3 years	4,943	27.3%	99
Took 3+ foreign trips by plane in last 3 years	815	4.5%	82
Spent on foreign vacations in last 12 months: <\$1-999	858	4.7%	102
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	781	4.3%	108
Spent on foreign vacations in last 12 months: \$3,000+	1,022	5.6%	89
Foreign travel in last 3 years: used general travel website	1,020	5.6%	98
Nights spent in hotel/motel in last 12 months: any	9,419	52.0%	117
Took cruise of more than one day in last 3 years	1,663	9.2%	103
Member of any frequent flyer program	3,433	18.9%	105
Member of any hotel rewards program	3,804	21.0%	117

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