



Demographic Summary		2019	2024
Population		3,602	3,589
Population 18+		2,818	2,861
Households		1,359	1,363
Median Household Income		\$100,154	\$107,839

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,425	50.6%	107
Bought any women's clothing in last 12 months	1,242	44.1%	103
Bought clothing for child <13 years in last 6 months	743	26.4%	99
Bought any shoes in last 12 months	1,490	52.9%	101
Bought costume jewelry in last 12 months	508	18.0%	103
Bought any fine jewelry in last 12 months	494	17.5%	98
Bought a watch in last 12 months	367	13.0%	84
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,286	94.6%	111
HH bought/leased new vehicle last 12 months	159	11.7%	119
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,643	93.8%	110
Bought/changed motor oil in last 12 months	1,434	50.9%	107
Had tune-up in last 12 months	645	22.9%	92
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,999	70.9%	99
Drank regular cola in last 6 months	1,134	40.2%	91
Drank beer/ale in last 6 months	1,207	42.8%	102
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	415	14.7%	147
Own digital SLR camera/camcorder	256	9.1%	115
Printed digital photos in last 12 months	767	27.2%	119
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,048	37.2%	108
Have a smartphone	2,366	84.0%	100
Have a smartphone: Android phone (any brand)	1,113	39.5%	98
Have a smartphone: Apple iPhone	1,205	42.8%	102
Number of cell phones in household: 1	277	20.4%	67
Number of cell phones in household: 2	629	46.3%	120
Number of cell phones in household: 3+	432	31.8%	113
HH has cell phone only (no landline telephone)	682	50.2%	90
<b>Computers (Households)</b>			
HH owns a computer	1,116	82.1%	112
HH owns desktop computer	613	45.1%	122
HH owns laptop/notebook	881	64.8%	115
HH owns any Apple/Mac brand computer	237	17.4%	96
HH owns any PC/non-Apple brand computer	950	69.9%	114
HH purchased most recent computer in a store	600	44.2%	122
HH purchased most recent computer online	222	16.3%	120
Spent <\$1-499 on most recent home computer	208	15.3%	104
Spent \$500-\$999 on most recent home computer	307	22.6%	135
Spent \$1,000-\$1,499 on most recent home computer	148	10.9%	114
Spent \$1,500-\$1,999 on most recent home computer	63	4.6%	105
Spent \$2,000+ on most recent home computer	81	6.0%	151

**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
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	1,896	67.3%	106
Bought brewed coffee at convenience store in last 30 days	453	16.1%	116
Bought cigarettes at convenience store in last 30 days	266	9.4%	87
Bought gas at convenience store in last 30 days	1,259	44.7%	120
Spent at convenience store in last 30 days: <\$1-19	238	8.4%	123
Spent at convenience store in last 30 days: \$20-\$39	275	9.8%	103
Spent at convenience store in last 30 days: \$40-\$50	224	7.9%	96
Spent at convenience store in last 30 days: \$51-\$99	182	6.5%	117
Spent at convenience store in last 30 days: \$100+	704	25.0%	112
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,644	58.3%	100
Went to live theater in last 12 months	356	12.6%	115
Went to a bar/night club in last 12 months	592	21.0%	122
Dined out in last 12 months	1,732	61.5%	118
Gambled at a casino in last 12 months	314	11.1%	84
Visited a theme park in last 12 months	495	17.6%	93
Viewed movie (video-on-demand) in last 30 days	493	17.5%	100
Viewed TV show (video-on-demand) in last 30 days	361	12.8%	101
Watched any pay-per-view TV in last 12 months	309	11.0%	112
Downloaded a movie over the Internet in last 30 days	213	7.6%	79
Downloaded any individual song in last 6 months	595	21.1%	111
Watched a movie online in the last 30 days	510	18.1%	67
Watched a TV program online in last 30 days	420	14.9%	78
Played a video/electronic game (console) in last 12 months	217	7.7%	87
Played a video/electronic game (portable) in last 12 months	98	3.5%	74
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,215	43.1%	139
Used ATM/cash machine in last 12 months	1,610	57.1%	108
Own any stock	295	10.5%	146
Own U.S. savings bond	158	5.6%	129
Own shares in mutual fund (stock)	302	10.7%	150
Own shares in mutual fund (bonds)	203	7.2%	151
Have interest checking account	1,091	38.7%	135
Have non-interest checking account	902	32.0%	109
Have savings account	1,908	67.7%	118
Have 401K retirement savings plan	603	21.4%	133
Own/used any credit/debit card in last 12 months	2,420	85.9%	108
Avg monthly credit card expenditures: <\$1-110	339	12.0%	104
Avg monthly credit card expenditures: \$111-\$225	226	8.0%	109
Avg monthly credit card expenditures: \$226-\$450	230	8.2%	120
Avg monthly credit card expenditures: \$451-\$700	189	6.7%	109
Avg monthly credit card expenditures: \$701-\$1,000	171	6.1%	108
Avg monthly credit card expenditures: \$1,001+	389	13.8%	119
Did banking online in last 12 months	1,352	48.0%	123
Did banking on mobile device in last 12 months	879	31.2%	121
Paid bills online in last 12 months	1,565	55.5%	111

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,019	75.0%	109
Used bread in last 6 months	1,281	94.3%	101
Used chicken (fresh or frozen) in last 6 months	1,002	73.7%	106
Used turkey (fresh or frozen) in last 6 months	218	16.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	754	55.5%	100
Used fresh fruit/vegetables in last 6 months	1,203	88.5%	103
Used fresh milk in last 6 months	1,214	89.3%	104
Used organic food in last 6 months	266	19.6%	82
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	928	32.9%	120
Exercise at club 2+ times per week	432	15.3%	107
Visited a doctor in last 12 months	2,309	81.9%	106
Used vitamin/dietary supplement in last 6 months	1,620	57.5%	106
<b>Home (Households)</b>			
Did any home improvement in last 12 months	520	38.3%	138
Used any housekeeper/professional cleaning service in last 12 months	188	13.8%	95
Purchased low ticket HH furnishings in last 12 months	280	20.6%	120
Purchased big ticket HH furnishings in last 12 months	288	21.2%	95
Bought any small kitchen appliance in last 12 months	311	22.9%	103
Bought any large kitchen appliance in last 12 months	234	17.2%	124
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,528	54.2%	122
Carry medical/hospital/accident insurance	2,302	81.7%	109
Carry homeowner insurance	1,832	65.0%	138
Carry renter's insurance	204	7.2%	85
Have auto insurance: 1 vehicle in household covered	245	18.0%	58
Have auto insurance: 2 vehicles in household covered	439	32.3%	113
Have auto insurance: 3+ vehicles in household covered	557	41.0%	179
<b>Pets (Households)</b>			
Household owns any pet	976	71.8%	132
Household owns any cat	487	35.8%	157
Household owns any dog	744	54.7%	131
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,300	46.1%	118
Usually buy items on credit rather than wait	344	12.2%	93
Usually buy based on quality - not price	517	18.3%	97
Price is usually more important than brand name	739	26.2%	96
Usually use coupons for brands I buy often	524	18.6%	108
Am interested in how to help the environment	425	15.1%	78
Usually pay more for environ safe product	344	12.2%	86
Usually value green products over convenience	241	8.6%	76
Likely to buy a brand that supports a charity	943	33.5%	95
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	364	12.9%	100
Bought hardcover book in last 12 months	622	22.1%	110
Bought paperback book in last 12 month	925	32.8%	115
Read any daily newspaper (paper version)	571	20.3%	110
Read any digital newspaper in last 30 days	1,127	40.0%	100
Read any magazine (paper/electronic version) in last 6 months	2,592	92.0%	101

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,280	80.9%	108
Went to family restaurant/steak house: 4+ times a month	871	30.9%	116
Went to fast food/drive-in restaurant in last 6 months	2,629	93.3%	103
Went to fast food/drive-in restaurant 9+ times/month	1,158	41.1%	105
Fast food restaurant last 6 months: eat in	1,180	41.9%	113
Fast food restaurant last 6 months: home delivery	186	6.6%	76
Fast food restaurant last 6 months: take-out/drive-thru	1,463	51.9%	111
Fast food restaurant last 6 months: take-out/walk-in	610	21.6%	104
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,469	52.1%	108
Own any e-reader	232	8.2%	99
Own e-reader/tablet: iPad	867	30.8%	109
HH has Internet connectable TV	438	32.2%	113
Own any portable MP3 player	597	21.2%	114
HH owns 1 TV	194	14.3%	68
HH owns 2 TVs	325	23.9%	89
HH owns 3 TVs	351	25.8%	123
HH owns 4+ TVs	352	25.9%	149
HH subscribes to cable TV	521	38.3%	88
HH subscribes to fiber optic	61	4.5%	64
HH owns portable GPS navigation device	447	32.9%	144
HH purchased video game system in last 12 months	87	6.4%	78
HH owns any Internet video device for TV	348	25.6%	107
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	1,770	62.8%	119
Took 3+ domestic non-business trips in last 12 months	398	14.1%	119
Spent on domestic vacations in last 12 months: <\$1-999	324	11.5%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	259	9.2%	147
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	148	5.3%	130
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	152	5.4%	129
Spent on domestic vacations in last 12 months: \$3,000+	249	8.8%	137
Domestic travel in last 12 months: used general travel website	211	7.5%	110
Took foreign trip (including Alaska and Hawaii) in last 3 years	774	27.5%	100
Took 3+ foreign trips by plane in last 3 years	131	4.6%	85
Spent on foreign vacations in last 12 months: <\$1-999	130	4.6%	99
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	140	5.0%	124
Spent on foreign vacations in last 12 months: \$3,000+	180	6.4%	101
Foreign travel in last 3 years: used general travel website	179	6.4%	111
Nights spent in hotel/motel in last 12 months: any	1,598	56.7%	127
Took cruise of more than one day in last 3 years	249	8.8%	99
Member of any frequent flyer program	550	19.5%	108
Member of any hotel rewards program	635	22.5%	125

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