



Demographic Summary		2020	2025
Population		3,591	3,555
Population 18+		2,818	2,848
Households		1,360	1,354
Median Household Income		\$89,765	\$104,461

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	1,457	51.7%	107
Bought any women's clothing in last 12 months	1,215	43.1%	98
Bought clothing for child <13 years in last 6 months	740	26.3%	100
Bought any shoes in last 12 months	1,500	53.2%	101
Bought costume jewelry in last 12 months	459	16.3%	96
Bought any fine jewelry in last 12 months	466	16.5%	92
Bought a watch in last 12 months	389	13.8%	90
Automobiles (Households)			
HH owns/leases any vehicle	1,290	94.9%	111
HH bought/leased new vehicle last 12 months	164	12.1%	127
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,651	94.1%	110
Bought/changed motor oil in last 12 months	1,428	50.7%	109
Had tune-up in last 12 months	700	24.8%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,915	68.0%	94
Drank regular cola in last 6 months	1,161	41.2%	95
Drank beer/ale in last 6 months	1,238	43.9%	106
Cameras (Adults)			
Own digital point & shoot camera/camcorder	361	12.8%	152
Own digital SLR camera/camcorder	238	8.4%	111
Printed digital photos in last 12 months	711	25.2%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	958	34.0%	101
Have a smartphone	2,488	88.3%	101
Have a smartphone: Android phone (any brand)	1,178	41.8%	101
Have a smartphone: Apple iPhone	1,275	45.2%	101
Number of cell phones in household: 1	270	19.9%	66
Number of cell phones in household: 2	623	45.8%	119
Number of cell phones in household: 3+	447	32.9%	114
HH has cell phone only (no landline telephone)	718	52.8%	87
Computers (Households)			
HH owns a computer	1,128	82.9%	113
HH owns desktop computer	613	45.1%	128
HH owns laptop/notebook	891	65.5%	114
HH owns any Apple/Mac brand computer	251	18.5%	97
HH owns any PC/non-Apple brand computer	957	70.4%	116
HH purchased most recent computer in a store	603	44.3%	125
HH purchased most recent computer online	231	17.0%	120
HH spent \$1-\$499 on most recent home computer	248	18.2%	124
HH spent \$500-\$999 on most recent home computer	291	21.4%	133
HH spent \$1,000-\$1,499 on most recent home computer	143	10.5%	108
HH spent \$1,500-\$1,999 on most recent home computer	73	5.4%	121
HH spent \$2,000+ on most recent home computer	73	5.4%	132

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	1,911	67.8%	109
Bought brewed coffee at convenience store in last 30 days	421	14.9%	113
Bought cigarettes at convenience store in last 30 days	256	9.1%	87
Bought gas at convenience store in last 30 days	1,284	45.6%	122
Spent at convenience store in last 30 days: \$1-19	219	7.8%	115
Spent at convenience store in last 30 days: \$20-\$39	285	10.1%	109
Spent at convenience store in last 30 days: \$40-\$50	212	7.5%	94
Spent at convenience store in last 30 days: \$51-\$99	154	5.5%	101
Spent at convenience store in last 30 days: \$100+	738	26.2%	115
Entertainment (Adults)			
Attended a movie in last 6 months	1,593	56.5%	96
Went to live theater in last 12 months	377	13.4%	118
Went to a bar/night club in last 12 months	559	19.8%	117
Dined out in last 12 months	1,713	60.8%	120
Gambled at a casino in last 12 months	309	11.0%	80
Visited a theme park in last 12 months	490	17.4%	93
Viewed movie (video-on-demand) in last 30 days	501	17.8%	107
Viewed TV show (video-on-demand) in last 30 days	350	12.4%	107
Watched any pay-per-view TV in last 12 months	290	10.3%	117
Downloaded a movie over the Internet in last 30 days	206	7.3%	73
Downloaded any individual song in last 6 months	529	18.8%	100
Watched a movie online in the last 30 days	583	20.7%	69
Watched a TV program online in last 30 days	472	16.7%	83
Played a video/electronic game (console) in last 12 months	237	8.4%	93
Played a video/electronic game (portable) in last 12 months	125	4.4%	103
Financial (Adults)			
Have home mortgage (1st)	1,181	41.9%	137
Used ATM/cash machine in last 12 months	1,598	56.7%	108
Own any stock	317	11.2%	160
Own U.S. savings bond	150	5.3%	127
Own shares in mutual fund (stock)	324	11.5%	161
Own shares in mutual fund (bonds)	212	7.5%	159
Have interest checking account	1,056	37.5%	132
Have non-interest checking account	882	31.3%	108
Have savings account	1,909	67.7%	119
Have 401K retirement savings plan	630	22.4%	139
Own/used any credit/debit card in last 12 months	2,428	86.2%	107
Avg monthly credit card expenditures: \$1-110	327	11.6%	102
Avg monthly credit card expenditures: \$111-\$225	210	7.5%	103
Avg monthly credit card expenditures: \$226-\$450	223	7.9%	115
Avg monthly credit card expenditures: \$451-\$700	203	7.2%	116
Avg monthly credit card expenditures: \$701-\$1,000	178	6.3%	108
Avg monthly credit card expenditures: \$1,001+	440	15.6%	128
Did banking online in last 12 months	1,336	47.4%	121
Did banking on mobile device in last 12 months	942	33.4%	118
Paid bills online in last 12 months	1,590	56.4%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	999	73.5%	108
HH used bread in last 6 months	1,290	94.9%	102
HH used chicken (fresh or frozen) in last 6 months	987	72.6%	107
HH used turkey (fresh or frozen) in last 6 months	228	16.8%	112
HH used fish/seafood (fresh or frozen) in last 6 months	748	55.0%	100
HH used fresh fruit/vegetables in last 6 months	1,191	87.6%	104
HH used fresh milk in last 6 months	1,204	88.5%	105
HH used organic food in last 6 months	266	19.6%	81
Health (Adults)			
Exercise at home 2+ times per week	958	34.0%	124
Exercise at club 2+ times per week	419	14.9%	105
Visited a doctor in last 12 months	2,275	80.7%	106
Used vitamin/dietary supplement in last 6 months	1,594	56.6%	105
Home (Households)			
HH did any home improvement in last 12 months	531	39.0%	143
HH used any maid/professional cleaning service in last 12 months	180	13.2%	89
HH purchased low ticket HH furnishings in last 12 months	262	19.3%	111
HH purchased big ticket HH furnishings in last 12 months	309	22.7%	100
HH bought any small kitchen appliance in last 12 months	327	24.0%	106
HH bought any large kitchen appliance in last 12 months	218	16.0%	121
Insurance (Adults/Households)			
Currently carry life insurance	1,560	55.4%	128
Carry medical/hospital/accident insurance	2,333	82.8%	112
Carry homeowner insurance	1,840	65.3%	141
Carry renter's insurance	189	6.7%	77
HH has auto insurance: 1 vehicle in household covered	235	17.3%	57
HH has auto insurance: 2 vehicles in household covered	470	34.6%	125
HH has auto insurance: 3+ vehicles in household covered	524	38.5%	171
Pets (Households)			
Household owns any pet	954	70.1%	130
Household owns any cat	475	34.9%	153
Household owns any dog	746	54.9%	133
Psychographics (Adults)			
Buying American is important to me	1,330	47.2%	128
Usually buy items on credit rather than wait	387	13.7%	102
Usually buy based on quality - not price	544	19.3%	105
Price is usually more important than brand name	784	27.8%	99
Usually use coupons for brands I buy often	476	16.9%	106
Am interested in how to help the environment	492	17.5%	88
Usually pay more for environ safe product	398	14.1%	95
Usually value green products over convenience	290	10.3%	90
Likely to buy a brand that supports a charity	982	34.8%	97
Reading (Adults)			
Bought digital book in last 12 months	348	12.3%	94
Bought hardcover book in last 12 months	601	21.3%	107
Bought paperback book in last 12 month	913	32.4%	115
Read any daily newspaper (paper version)	490	17.4%	109
Read any digital newspaper in last 30 days	1,151	40.8%	99
Read any magazine (paper/electronic version) in last 6 months	2,593	92.0%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,214	78.6%	107
Went to family restaurant/steak house: 4+ times a month	784	27.8%	106
Went to fast food/drive-in restaurant in last 6 months	2,605	92.4%	102
Went to fast food/drive-in restaurant 9+ times/month	1,091	38.7%	99
Fast food restaurant last 6 months: eat in	1,089	38.6%	108
Fast food restaurant last 6 months: home delivery	158	5.6%	66
Fast food restaurant last 6 months: take-out/drive-thru	1,439	51.1%	111
Fast food restaurant last 6 months: take-out/walk-in	610	21.6%	104
Television & Electronics (Adults/Households)			
Own any tablet	1,493	53.0%	106
Own any e-reader	292	10.4%	107
Own e-reader/tablet: iPad	870	30.9%	105
HH has Internet connectable TV	516	37.9%	120
Own any portable MP3 player	494	17.5%	110
HH owns 1 TV	197	14.5%	68
HH owns 2 TVs	336	24.7%	94
HH owns 3 TVs	329	24.2%	115
HH owns 4+ TVs	359	26.4%	157
HH subscribes to cable TV	497	36.5%	88
HH subscribes to fiber optic	56	4.1%	64
HH owns portable GPS navigation device	438	32.2%	158
HH purchased video game system in last 12 months	94	6.9%	81
HH owns any Internet video device for TV	397	29.2%	105
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,763	62.6%	119
Took 3+ domestic non-business trips in last 12 months	449	15.9%	133
Spent on domestic vacations in last 12 months: \$1-999	329	11.7%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	266	9.4%	151
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	110	3.9%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	167	5.9%	135
Spent on domestic vacations in last 12 months: \$3,000+	243	8.6%	135
Domestic travel in last 12 months: used general travel website	190	6.7%	102
Took foreign trip (including Alaska and Hawaii) in last 3 years	769	27.3%	95
Took 3+ foreign trips by plane in last 3 years	137	4.9%	83
Spent on foreign vacations in last 12 months: \$1-999	136	4.8%	97
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	122	4.3%	100
Spent on foreign vacations in last 12 months: \$3,000+	179	6.4%	95
Foreign travel in last 3 years: used general travel website	152	5.4%	92
Nights spent in hotel/motel in last 12 months: any	1,545	54.8%	122
Took cruise of more than one day in last 3 years	273	9.7%	105
Member of any frequent flyer program	591	21.0%	114
Member of any hotel rewards program	675	24.0%	126

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