

<b>Demographic Summary</b>	<b>2012</b>	<b>2017</b>
Population	8,914	9,356
Population 18+	6,889	7,268
Households	3,596	3,794
Median Household Income	\$34,587	\$38,944

  

<b>Product/Consumer Behavior</b>	<b>Expected Number Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	3,233	46.9%	94
Bought any women's apparel in last 12 months	3,091	44.8%	98
Bought apparel for child <13 in last 6 months	1,905	27.6%	97
Bought any shoes in last 12 months	3,343	48.5%	93
Bought costume jewelry in last 12 months	1,490	21.6%	104
Bought any fine jewelry in last 12 months	1,524	22.1%	100
Bought a watch in last 12 months	1,454	21.1%	109
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,931	81.5%	95
HH bought/leased new vehicle last 12 mo	265	7.4%	77
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,651	81.9%	94
Bought/changed motor oil in last 12 months	3,687	53.4%	103
Had tune-up in last 12 months	1,995	28.9%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,003	58.0%	94
Drank regular cola in last 6 months	3,729	54.1%	106
Drank beer/ale in last 6 months	2,807	40.7%	96
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	833	12.1%	94
Bought film in last 12 months	1,325	19.2%	101
Bought digital camera in last 12 months	454	6.6%	96
Bought memory card for camera in last 12 months	476	6.9%	90
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	2,182	31.6%	89
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,470	21.3%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,090	30.3%	93
Avg monthly cell/mobile phone/PDA bill: \$100+	1,122	16.3%	77
<b>Computers (Households)</b>			
HH owns a personal computer	2,279	63.4%	85
Spent <\$500 on most recent home PC purchase	279	7.8%	90
Spent \$500-\$999 on most recent home PC purchase	573	15.9%	89
Spent \$1000-\$1499 on most recent home PC purchase	377	10.5%	80
Spent \$1500-\$1999 on most recent home PC purchase	216	6.0%	84
Spent \$2000+ on most recent home PC purchase	176	4.9%	78

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2012 and 2017.

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	3,970	57.5%	96
Bought cigarettes at convenience store in last 30 days	1,227	17.8%	115
Bought gas at convenience store in last 30 days	2,294	33.3%	100
Spent at convenience store in last 30 days: <\$20	567	8.2%	85
Spent at convenience store in last 30 days: \$20-39	600	8.7%	86
Spent at convenience store in last 30 days: \$40+	2,494	36.2%	101
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	3,712	53.8%	91
Went to live theater in last 12 months	761	11.0%	83
Went to a bar/night club in last 12 months	1,264	18.3%	96
Dined out in last 12 months	2,960	42.9%	87
Gambled at a casino in last 12 months	1,066	15.5%	96
Visited a theme park in last 12 months	1,179	17.1%	79
DVDs rented in last 30 days: 1	180	2.6%	98
DVDs rented in last 30 days: 2	283	4.1%	89
DVDs rented in last 30 days: 3	192	2.8%	87
DVDs rented in last 30 days: 4	244	3.5%	92
DVDs rented in last 30 days: 5+	735	10.7%	81
DVDs purchased in last 30 days: 1	300	4.3%	87
DVDs purchased in last 30 days: 2	298	4.3%	91
DVDs purchased in last 30 days: 3-4	293	4.2%	92
DVDs purchased in last 30 days: 5+	391	5.7%	110
Spent on toys/games in last 12 months: <\$50	425	6.2%	102
Spent on toys/games in last 12 months: \$50-\$99	181	2.6%	95
Spent on toys/games in last 12 months: \$100-\$199	513	7.4%	104
Spent on toys/games in last 12 months: \$200-\$499	682	9.9%	92
Spent on toys/games in last 12 months: \$500+	345	5.0%	87
<b>Financial (Adults)</b>			
Have home mortgage (1st)	974	14.1%	74
Used ATM/cash machine in last 12 months	2,972	43.1%	85
Own any stock	582	8.4%	92
Own U.S. savings bond	427	6.2%	91
Own shares in mutual fund (stock)	534	7.7%	82
Own shares in mutual fund (bonds)	353	5.1%	87
Used full service brokerage firm in last 12 months	437	6.3%	102
Have savings account	2,249	32.6%	90
Have 401K retirement savings	961	13.9%	79
Did banking over the Internet in last 12 months	1,450	21.0%	77
Own any credit/debit card (in own name)	4,560	66.1%	90
Avg monthly credit card expenditures: <\$111	975	14.1%	103
Avg monthly credit card expenditures: \$111-225	500	7.2%	94
Avg monthly credit card expenditures: \$226-450	429	6.2%	83
Avg monthly credit card expenditures: \$451-700	380	5.5%	86
Avg monthly credit card expenditures: \$701+	779	11.3%	84

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,014	72.7%	103
Used bread in last 6 months	6,670	96.7%	100
Used chicken/turkey (fresh or frozen) in last 6 months	5,353	77.6%	101
Used fish/seafood (fresh or frozen) in last 6 months	3,879	56.2%	107
Used fresh fruit/vegetables in last 6 months	5,905	85.6%	98
Used fresh milk in last 6 months	6,218	90.1%	99
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,922	27.9%	93
Exercise at club 2+ times per week	740	10.7%	86
Visited a doctor in last 12 months	5,391	78.1%	101
Used vitamin/dietary supplement in last 6 months	3,208	46.5%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,065	29.6%	94
Used housekeeper/maid/prof HH cleaning service in the last 12 months	438	12.2%	77
Purchased any HH furnishing in last 12 months	945	26.3%	87
Purchased bedding/bath goods in last 12 months	1,905	53.0%	97
Purchased cooking/serving product in last 12 months	934	26.0%	95
Bought any kitchen appliance in last 12 months	602	16.7%	96
<b>Insurance (Adults)</b>			
Currently carry any life insurance	3,354	48.6%	102
Have medical/hospital/accident insurance	4,744	68.8%	96
Carry homeowner insurance	3,429	49.7%	95
Carry renter insurance	387	5.6%	91
Have auto/other vehicle insurance	5,425	78.6%	95
<b>Pets (Households)</b>			
HH owns any pet	1,708	47.5%	92
HH owns any cat	747	20.8%	87
HH owns any dog	1,244	34.6%	92
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	3,127	45.3%	90
Read any daily newspaper	3,016	43.7%	106
Heavy magazine reader	1,421	20.6%	103
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	4,692	68.0%	95
Went to family restaurant/steak house last mo: <2 times	1,642	23.8%	93
Went to family restaurant/steak house last mo: 2-4 times	1,779	25.8%	96
Went to family restaurant/steak house last mo: 5+ times	1,272	18.4%	95
Went to fast food/drive-in restaurant in last 6 mo	6,080	88.1%	100
Went to fast food/drive-in restaurant <6 times/mo	2,306	33.4%	96
Went to fast food/drive-in restaurant 6-13 times/mo	1,974	28.6%	99
Went to fast food/drive-in restaurant 14+ times/mo	1,799	26.1%	105
Fast food/drive-in last 6 mo: eat in	2,234	32.4%	86
Fast food/drive-in last 6 mo: home delivery	657	9.5%	91
Fast food/drive-in last 6 mo: take-out/drive-thru	3,611	52.3%	100
Fast food/drive-in last 6 mo: take-out/walk-in	1,739	25.2%	103

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	2,235	62.2%	96
HH average monthly long distance phone bill: <\$16	985	27.4%	99
HH average monthly long distance phone bill: \$16-25	381	10.6%	93
HH average monthly long distance phone bill: \$26-59	295	8.2%	89
HH average monthly long distance phone bill: \$60+	164	4.6%	102
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	653	18.2%	92
HH owns 2 TVs	934	26.0%	99
HH owns 3 TVs	812	22.6%	101
HH owns 4+ TVs	767	21.3%	102
HH subscribes to cable TV	2,122	59.0%	102
HH Purchased audio equipment in last 12 months	317	8.8%	90
HH Purchased CD player in last 12 months	119	3.3%	86
HH Purchased DVD player in last 12 months	339	9.4%	97
HH Purchased MP3 player in last 12 months	542	7.9%	77
HH Purchased video game system in last 12 months	373	10.4%	96
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,139	45.5%	87
Took 3+ domestic trips in last 12 months	849	12.3%	83
Spent on domestic vacations last 12 mo: <\$1000	728	10.6%	84
Spent on domestic vacations last 12 mo: \$1000-\$1499	459	6.7%	99
Spent on domestic vacations last 12 mo: \$1500-\$1999	258	3.7%	91
Spent on domestic vacations last 12 mo: \$2000-\$2999	227	3.3%	79
Spent on domestic vacations last 12 mo: \$3000+	305	4.4%	87
Foreign travel in last 3 years	1,250	18.1%	70
Took 3+ foreign trips by plane in last 3 years	245	3.6%	74
Spent on foreign vacations last 12 mo: <\$1000	333	4.8%	81
Spent on foreign vacations last 12 mo: \$1000-\$2999	243	3.5%	86
Spent on foreign vacations last 12 mo: \$3000+	260	3.8%	76
Stayed 1+ nights at hotel/motel in last 12 months	2,561	37.1%	92

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Demographic Summary	2012	2017
Population	12,238	12,837
Population 18+	9,467	9,981
Households	4,897	5,164
Median Household Income	\$37,581	\$42,580

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	4,571	47.9%	96
Bought any women's apparel in last 12 months	4,284	44.9%	99
Bought apparel for child <13 in last 6 months	2,629	27.5%	97
Bought any shoes in last 12 months	4,656	48.8%	94
Bought costume jewelry in last 12 months	1,985	20.8%	100
Bought any fine jewelry in last 12 months	2,047	21.4%	97
Bought a watch in last 12 months	1,948	20.4%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,116	84.1%	98
HH bought/leased new vehicle last 12 mo	384	7.8%	82
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	8,019	84.0%	97
Bought/changed motor oil in last 12 months	5,309	55.6%	107
Had tune-up in last 12 months	2,756	28.9%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,425	56.8%	92
Drank regular cola in last 6 months	5,086	53.3%	104
Drank beer/ale in last 6 months	3,803	39.8%	94
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	1,177	12.3%	96
Bought film in last 12 months	1,880	19.7%	104
Bought digital camera in last 12 months	618	6.5%	94
Bought memory card for camera in last 12 months	645	6.8%	89
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	3,071	32.2%	91
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,072	21.7%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,882	30.2%	93
Avg monthly cell/mobile phone/PDA bill: \$100+	1,646	17.2%	81
<b>Computers (Households)</b>			
HH owns a personal computer	3,186	65.1%	88
Spent <\$500 on most recent home PC purchase	388	7.9%	91
Spent \$500-\$999 on most recent home PC purchase	833	17.0%	95
Spent \$1000-\$1499 on most recent home PC purchase	536	10.9%	83
Spent \$1500-\$1999 on most recent home PC purchase	287	5.9%	82
Spent \$2000+ on most recent home PC purchase	239	4.9%	78

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	5,564	58.3%	97
Bought cigarettes at convenience store in last 30 days	1,679	17.6%	114
Bought gas at convenience store in last 30 days	3,361	35.2%	106
Spent at convenience store in last 30 days: <\$20	770	8.1%	84
Spent at convenience store in last 30 days: \$20-39	835	8.7%	86
Spent at convenience store in last 30 days: \$40+	3,564	37.3%	104
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	5,021	52.6%	89
Went to live theater in last 12 months	976	10.2%	77
Went to a bar/night club in last 12 months	1,739	18.2%	95
Dined out in last 12 months	4,202	44.0%	89
Gambled at a casino in last 12 months	1,397	14.6%	91
Visited a theme park in last 12 months	1,623	17.0%	79
DVDs rented in last 30 days: 1	229	2.4%	90
DVDs rented in last 30 days: 2	385	4.0%	87
DVDs rented in last 30 days: 3	248	2.6%	81
DVDs rented in last 30 days: 4	320	3.4%	87
DVDs rented in last 30 days: 5+	1,048	11.0%	83
DVDs purchased in last 30 days: 1	421	4.4%	89
DVDs purchased in last 30 days: 2	415	4.3%	92
DVDs purchased in last 30 days: 3-4	395	4.1%	90
DVDs purchased in last 30 days: 5+	535	5.6%	108
Spent on toys/games in last 12 months: <\$50	604	6.3%	104
Spent on toys/games in last 12 months: \$50-\$99	262	2.7%	100
Spent on toys/games in last 12 months: \$100-\$199	692	7.2%	101
Spent on toys/games in last 12 months: \$200-\$499	952	10.0%	92
Spent on toys/games in last 12 months: \$500+	485	5.1%	89
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,479	15.5%	81
Used ATM/cash machine in last 12 months	4,140	43.4%	85
Own any stock	786	8.2%	90
Own U.S. savings bond	623	6.5%	96
Own shares in mutual fund (stock)	741	7.8%	83
Own shares in mutual fund (bonds)	472	4.9%	84
Used full service brokerage firm in last 12 months	563	5.9%	95
Have savings account	3,201	33.5%	93
Have 401K retirement savings	1,406	14.7%	83
Did banking over the Internet in last 12 months	2,052	21.5%	79
Own any credit/debit card (in own name)	6,422	67.3%	91
Avg monthly credit card expenditures: <\$111	1,405	14.7%	107
Avg monthly credit card expenditures: \$111-225	690	7.2%	93
Avg monthly credit card expenditures: \$226-450	619	6.5%	87
Avg monthly credit card expenditures: \$451-700	525	5.5%	86
Avg monthly credit card expenditures: \$701+	1,001	10.5%	78

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,904	72.3%	102
Used bread in last 6 months	9,192	96.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	7,343	76.9%	100
Used fish/seafood (fresh or frozen) in last 6 months	5,247	55.0%	104
Used fresh fruit/vegetables in last 6 months	8,165	85.5%	98
Used fresh milk in last 6 months	8,618	90.3%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,655	27.8%	93
Exercise at club 2+ times per week	917	9.6%	77
Visited a doctor in last 12 months	7,414	77.7%	100
Used vitamin/dietary supplement in last 6 months	4,377	45.9%	95
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,517	31.0%	98
Used housekeeper/maid/prof HH cleaning service in the last 12 months	584	11.9%	76
Purchased any HH furnishing in last 12 months	1,299	26.5%	88
Purchased bedding/bath goods in last 12 months	2,591	52.9%	97
Purchased cooking/serving product in last 12 months	1,273	26.0%	95
Bought any kitchen appliance in last 12 months	839	17.1%	98
<b>Insurance (Adults)</b>			
Currently carry any life insurance	4,730	49.6%	104
Have medical/hospital/accident insurance	6,622	69.4%	97
Carry homeowner insurance	5,029	52.7%	101
Carry renter insurance	524	5.5%	89
Have auto/other vehicle insurance	7,701	80.7%	97
<b>Pets (Households)</b>			
HH owns any pet	2,547	52.0%	101
HH owns any cat	1,180	24.1%	101
HH owns any dog	1,904	38.9%	103
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	4,308	45.1%	90
Read any daily newspaper	4,146	43.4%	105
Heavy magazine reader	1,828	19.1%	96
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	6,490	68.0%	95
Went to family restaurant/steak house last mo: <2 times	2,289	24.0%	94
Went to family restaurant/steak house last mo: 2-4 times	2,446	25.6%	95
Went to family restaurant/steak house last mo: 5+ times	1,755	18.4%	95
Went to fast food/drive-in restaurant in last 6 mo	8,404	88.0%	99
Went to fast food/drive-in restaurant <6 times/mo	3,196	33.5%	96
Went to fast food/drive-in restaurant 6-13 times/mo	2,776	29.1%	101
Went to fast food/drive-in restaurant 14+ times/mo	2,431	25.5%	102
Fast food/drive-in last 6 mo: eat in	3,307	34.6%	92
Fast food/drive-in last 6 mo: home delivery	866	9.1%	87
Fast food/drive-in last 6 mo: take-out/drive-thru	5,084	53.3%	102
Fast food/drive-in last 6 mo: take-out/walk-in	2,283	23.9%	97

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	3,143	64.2%	100
HH average monthly long distance phone bill: <\$16	1,370	28.0%	101
HH average monthly long distance phone bill: \$16-25	545	11.1%	97
HH average monthly long distance phone bill: \$26-59	399	8.1%	89
HH average monthly long distance phone bill: \$60+	220	4.5%	101
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	864	17.6%	89
HH owns 2 TVs	1,284	26.2%	100
HH owns 3 TVs	1,131	23.1%	103
HH owns 4+ TVs	1,058	21.6%	103
HH subscribes to cable TV	2,617	53.4%	92
HH Purchased audio equipment in last 12 months	433	8.8%	91
HH Purchased CD player in last 12 months	165	3.4%	87
HH Purchased DVD player in last 12 months	461	9.4%	97
HH Purchased MP3 player in last 12 months	734	7.7%	75
HH Purchased video game system in last 12 months	508	10.4%	96
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,418	46.3%	89
Took 3+ domestic trips in last 12 months	1,180	12.4%	83
Spent on domestic vacations last 12 mo: <\$1000	1,026	10.7%	85
Spent on domestic vacations last 12 mo: \$1000-\$1499	677	7.1%	106
Spent on domestic vacations last 12 mo: \$1500-\$1999	330	3.5%	84
Spent on domestic vacations last 12 mo: \$2000-\$2999	307	3.2%	78
Spent on domestic vacations last 12 mo: \$3000+	405	4.2%	84
Foreign travel in last 3 years	1,663	17.4%	67
Took 3+ foreign trips by plane in last 3 years	297	3.1%	64
Spent on foreign vacations last 12 mo: <\$1000	418	4.4%	73
Spent on foreign vacations last 12 mo: \$1000-\$2999	298	3.1%	76
Spent on foreign vacations last 12 mo: \$3000+	319	3.3%	67
Stayed 1+ nights at hotel/motel in last 12 months	3,567	37.4%	92

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<b>Demographic Summary</b>	<b>2012</b>	<b>2017</b>
Population	17,498	18,452
Population 18+	13,501	14,303
Households	6,837	7,242
Median Household Income	\$38,684	\$43,559

  

<b>Product/Consumer Behavior</b>	<b>Expected Number Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	6,621	49.1%	99
Bought any women's apparel in last 12 months	6,181	45.9%	101
Bought apparel for child <13 in last 6 months	3,811	28.3%	100
Bought any shoes in last 12 months	6,723	49.9%	96
Bought costume jewelry in last 12 months	2,801	20.8%	100
Bought any fine jewelry in last 12 months	2,917	21.6%	98
Bought a watch in last 12 months	2,752	20.4%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,884	86.1%	100
HH bought/leased new vehicle last 12 mo	558	8.2%	85
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	11,723	87.0%	100
Bought/changed motor oil in last 12 months	7,790	57.8%	112
Had tune-up in last 12 months	3,953	29.3%	94
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	7,679	57.0%	92
Drank regular cola in last 6 months	7,208	53.5%	105
Drank beer/ale in last 6 months	5,384	40.0%	94
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	1,711	12.7%	99
Bought film in last 12 months	2,726	20.2%	106
Bought digital camera in last 12 months	868	6.4%	94
Bought memory card for camera in last 12 months	910	6.8%	89
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	4,476	33.2%	94
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,999	22.3%	105
Avg monthly cell/mobile phone/PDA bill: \$50-99	4,118	30.6%	94
Avg monthly cell/mobile phone/PDA bill: \$100+	2,480	18.4%	87
<b>Computers (Households)</b>			
HH owns a personal computer	4,561	66.7%	90
Spent <\$500 on most recent home PC purchase	556	8.1%	94
Spent \$500-\$999 on most recent home PC purchase	1,218	17.8%	100
Spent \$1000-\$1499 on most recent home PC purchase	768	11.2%	86
Spent \$1500-\$1999 on most recent home PC purchase	399	5.8%	82
Spent \$2000+ on most recent home PC purchase	338	4.9%	79

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2012 and 2017.

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	8,058	59.8%	100
Bought cigarettes at convenience store in last 30 days	2,423	18.0%	117
Bought gas at convenience store in last 30 days	5,003	37.1%	111
Spent at convenience store in last 30 days: <\$20	1,105	8.2%	85
Spent at convenience store in last 30 days: \$20-39	1,200	8.9%	88
Spent at convenience store in last 30 days: \$40+	5,239	38.9%	109
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	7,070	52.5%	89
Went to live theater in last 12 months	1,329	9.9%	75
Went to a bar/night club in last 12 months	2,482	18.4%	96
Dined out in last 12 months	6,123	45.4%	92
Gambled at a casino in last 12 months	1,922	14.3%	89
Visited a theme park in last 12 months	2,301	17.1%	79
DVDs rented in last 30 days: 1	317	2.4%	89
DVDs rented in last 30 days: 2	552	4.1%	89
DVDs rented in last 30 days: 3	342	2.5%	79
DVDs rented in last 30 days: 4	444	3.3%	86
DVDs rented in last 30 days: 5+	1,514	11.2%	85
DVDs purchased in last 30 days: 1	610	4.5%	91
DVDs purchased in last 30 days: 2	591	4.4%	93
DVDs purchased in last 30 days: 3-4	586	4.3%	94
DVDs purchased in last 30 days: 5+	747	5.5%	107
Spent on toys/games in last 12 months: <\$50	873	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	385	2.9%	104
Spent on toys/games in last 12 months: \$100-\$199	979	7.3%	101
Spent on toys/games in last 12 months: \$200-\$499	1,395	10.4%	96
Spent on toys/games in last 12 months: \$500+	714	5.3%	93
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,238	16.6%	87
Used ATM/cash machine in last 12 months	5,975	44.3%	87
Own any stock	1,102	8.2%	89
Own U.S. savings bond	904	6.7%	98
Own shares in mutual fund (stock)	1,060	7.9%	84
Own shares in mutual fund (bonds)	661	4.9%	83
Used full service brokerage firm in last 12 months	774	5.7%	92
Have savings account	4,632	34.4%	95
Have 401K retirement savings	2,080	15.4%	87
Did banking over the Internet in last 12 months	2,988	22.2%	81
Own any credit/debit card (in own name)	9,313	69.1%	94
Avg monthly credit card expenditures: <\$111	2,018	15.0%	109
Avg monthly credit card expenditures: \$111-225	987	7.3%	95
Avg monthly credit card expenditures: \$226-450	898	6.7%	89
Avg monthly credit card expenditures: \$451-700	749	5.6%	87
Avg monthly credit card expenditures: \$701+	1,385	10.3%	76

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	9,909	73.5%	104
Used bread in last 6 months	13,129	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	10,489	77.8%	101
Used fish/seafood (fresh or frozen) in last 6 months	7,379	54.8%	104
Used fresh fruit/vegetables in last 6 months	11,704	86.9%	100
Used fresh milk in last 6 months	12,363	91.8%	101
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,814	28.3%	94
Exercise at club 2+ times per week	1,213	9.0%	72
Visited a doctor in last 12 months	10,590	78.6%	102
Used vitamin/dietary supplement in last 6 months	6,239	46.3%	95
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,187	32.0%	101
Used housekeeper/maid/prof HH cleaning service in the last 12 months	828	12.1%	77
Purchased any HH furnishing in last 12 months	1,849	27.0%	90
Purchased bedding/bath goods in last 12 months	3,617	52.9%	97
Purchased cooking/serving product in last 12 months	1,799	26.3%	96
Bought any kitchen appliance in last 12 months	1,183	17.3%	99
<b>Insurance (Adults)</b>			
Currently carry any life insurance	6,834	50.7%	107
Have medical/hospital/accident insurance	9,517	70.6%	99
Carry homeowner insurance	7,455	55.3%	106
Carry renter insurance	736	5.5%	88
Have auto/other vehicle insurance	11,242	83.4%	101
<b>Pets (Households)</b>			
HH owns any pet	3,771	55.2%	107
HH owns any cat	1,780	26.0%	109
HH owns any dog	2,862	41.9%	111
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	6,213	46.1%	92
Read any daily newspaper	5,831	43.3%	105
Heavy magazine reader	2,498	18.5%	93
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	9,311	69.1%	96
Went to family restaurant/steak house last mo: <2 times	3,296	24.5%	95
Went to family restaurant/steak house last mo: 2-4 times	3,498	26.0%	96
Went to family restaurant/steak house last mo: 5+ times	2,517	18.7%	96
Went to fast food/drive-in restaurant in last 6 mo	12,035	89.3%	101
Went to fast food/drive-in restaurant <6 times/mo	4,566	33.9%	97
Went to fast food/drive-in restaurant 6-13 times/mo	4,001	29.7%	103
Went to fast food/drive-in restaurant 14+ times/mo	3,468	25.7%	104
Fast food/drive-in last 6 mo: eat in	4,922	36.5%	97
Fast food/drive-in last 6 mo: home delivery	1,226	9.1%	87
Fast food/drive-in last 6 mo: take-out/drive-thru	7,362	54.6%	105
Fast food/drive-in last 6 mo: take-out/walk-in	3,160	23.5%	95

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	4,476	65.5%	102
HH average monthly long distance phone bill: <\$16	1,940	28.4%	103
HH average monthly long distance phone bill: \$16-25	779	11.4%	100
HH average monthly long distance phone bill: \$26-59	558	8.2%	89
HH average monthly long distance phone bill: \$60+	312	4.6%	102
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	1,191	17.4%	88
HH owns 2 TVs	1,800	26.3%	100
HH owns 3 TVs	1,603	23.4%	105
HH owns 4+ TVs	1,493	21.8%	105
HH subscribes to cable TV	3,455	50.5%	87
HH Purchased audio equipment in last 12 months	605	8.8%	91
HH Purchased CD player in last 12 months	232	3.4%	88
HH Purchased DVD player in last 12 months	643	9.4%	97
HH Purchased MP3 player in last 12 months	1,038	7.7%	75
HH Purchased video game system in last 12 months	710	10.4%	96
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	6,407	47.6%	91
Took 3+ domestic trips in last 12 months	1,711	12.7%	85
Spent on domestic vacations last 12 mo: <\$1000	1,483	11.0%	87
Spent on domestic vacations last 12 mo: \$1000-\$1499	993	7.4%	110
Spent on domestic vacations last 12 mo: \$1500-\$1999	461	3.4%	84
Spent on domestic vacations last 12 mo: \$2000-\$2999	438	3.3%	78
Spent on domestic vacations last 12 mo: \$3000+	571	4.2%	84
Foreign travel in last 3 years	2,364	17.5%	67
Took 3+ foreign trips by plane in last 3 years	391	2.9%	60
Spent on foreign vacations last 12 mo: <\$1000	574	4.3%	71
Spent on foreign vacations last 12 mo: \$1000-\$2999	396	2.9%	71
Spent on foreign vacations last 12 mo: \$3000+	431	3.2%	64
Stayed 1+ nights at hotel/motel in last 12 months	5,137	38.1%	94

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