Demographic Summary	2022	2027
Population	10,271	10,182
Population 18+	6,507	6,414
Households	2,389	2,374
Median Household Income	$37,875	$38,897

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	3,175	48.8%	89
Bought any women's clothing in last 12 months	3,111	47.8%	98
Bought any shoes in last 12 months	4,479	68.8%	95
Bought any fine jewelry in last 12 months	1,393	21.4%	112
Bought a watch in last 12 months	943	14.5%	102
Automobiles (Households)			
HH owns/leases any vehicle	1,998	83.6%	93
HH bought/leased new vehicle last 12 months	139	5.8%	61
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,464	84.0%	95
Bought/changed motor oil in last 12 months	3,261	50.1%	105
Had tune-up in last 12 months	1,657	25.5%	104
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	3,179	48.9%	124
Drank beer/ale in last 6 months	2,086	32.1%	79
Cameras (Adults)			
Own digital point & shoot camera/camcorder	438	6.7%	69
Own digital SLR camera/camcorder	493	7.6%	77
Printed digital photos in last 12 months	1,269	19.5%	77
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,666	41.0%	125
Have a smartphone	5,952	91.5%	99
Have a smartphone: Android phone (any brand)	3,322	51.1%	128
Have a smartphone: Apple iPhone	2,643	40.6%	77
Number of cell phones in household: 1	831	34.8%	113
Number of cell phones in household: 2	796	33.3%	87
Number of cell phones in household: 3+	718	30.1%	103
HH has cell phone only (no landline telephone)	1,641	68.7%	103
Computers (Households)			
HH owns a computer	1,614	67.6%	83
HH owns desktop computer	673	28.2%	74
HH owns laptop/notebook	1,278	53.5%	82
HH owns any Apple/Mac brand computer	288	12.1%	54
HH owns any PC/non-Apple brand computer	1,424	59.6%	90
HH purchased most recent computer in a store	711	29.8%	80
HH purchased most recent computer online	416	17.4%	77
HH spent $1-$499 on most recent home computer	338	14.1%	91
HH spent $500-$999 on most recent home computer	338	14.1%	75
HH spent $1,000-$1,499 on most recent home computer	206	8.6%	72
HH spent $1,500-$1,999 on most recent home computer	73	3.1%	58
HH spent $2,000+ on most recent home computer	63	2.6%	56

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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	4,255	65.4%	104
Bought brewed coffee at convenience store in last 30 days	782	12.0%	97
Bought cigarettes at convenience store in last 30 days	864	13.3%	185
Bought gas at convenience store in last 30 days	2,924	44.9%	119
Spent at convenience store in last 30 days: $1-19	411	6.3%	83
Spent at convenience store in last 30 days: $20-$39	640	9.8%	96
Spent at convenience store in last 30 days: $40-$50	666	10.2%	120
Spent at convenience store in last 30 days: $51-$99	466	7.2%	119
Spent at convenience store in last 30 days: $100+	1,645	25.3%	124
Entertainment (Adults)			
Attended a movie in last 6 months	2,649	40.7%	85
Went to live theater in last 12 months	487	7.5%	74
Went to a bar/night club in last 12 months	681	10.5%	62
Dined out in last 12 months	2,575	39.6%	78
Gambled at a casino in last 12 months	749	11.5%	101
Visited a theme park in last 12 months	816	12.5%	87
Viewed movie (video-on-demand) in last 30 days	568	8.7%	67
Viewed TV show (video-on-demand) in last 30 days	404	6.2%	73
Watched any pay-per-view TV in last 12 months	292	4.5%	70
Downloaded a movie over the Internet in last 30 days	424	6.5%	85
Downloaded any individual song in last 6 months	1,502	23.1%	118
Used internet to watch a movie online in the last 30 days	1,828	28.1%	82
Used internet to watch a TV program online in last 30 days	1,067	16.4%	75
Played a video/electronic game (console) in last 12 months	930	14.3%	122
Played a video/electronic game (portable) in last 12 months	447	6.9%	115
Financial (Adults)			
Have home mortgage (1st)	1,657	25.5%	71
Used ATM/cash machine in last 12 months	3,624	55.7%	92
Own any stock	419	6.4%	54
Own U.S. savings bond	226	3.5%	56
Own shares in mutual fund (stock)	357	5.5%	49
Own shares in mutual fund (bonds)	253	3.9%	55
Have interest checking account	1,590	24.4%	69
Have non-interest checking account	2,284	35.1%	99
Have savings account	3,435	52.8%	77
Have 401K retirement savings plan	995	15.3%	70
Own/used any credit/debit card in last 12 months	5,315	81.7%	92
Avg monthly credit card expenditures: $1-110	859	13.2%	110
Avg monthly credit card expenditures: $111-$225	487	7.5%	95
Avg monthly credit card expenditures: $226-$450	454	7.0%	79
Avg monthly credit card expenditures: $451-$700	328	5.0%	63
Avg monthly credit card expenditures: $701-$1,000	286	4.4%	59
Avg monthly credit card expenditures: $1001-2000	332	5.1%	51
Avg monthly credit card expenditures: $2001+	239	3.7%	41
Did banking online in last 12 months	2,811	43.2%	81
Did banking on mobile device in last 12 months	2,261	34.7%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	2,253	94.3%	100
HH used chicken (fresh or frozen) in last 6 months	1,520	63.6%	93
HH used turkey (fresh or frozen) in last 6 months	321	13.4%	93
HH used fish/seafood (fresh or frozen) in last 6 months	1,290	54.0%	93
HH used fresh fruit/vegetables in last 6 months	1,880	78.7%	90
HH used fresh milk in last 6 months	1,909	79.9%	96
HH used organic food in last 6 months	439	18.4%	74
Health (Adults)			
Exercise at home 2+ times per week	2,064	31.7%	78
Exercise at club 2+ times per week	483	7.4%	54
Visited a doctor in last 12 months	4,575	70.3%	89
Used vitamin/dietary supplement in last 6 months	3,544	54.5%	90
Home (Households)			
HH did any home improvement in last 12 months	624	26.1%	76
HH used any maid/professional cleaning service in last 12 months	350	14.7%	72
HH purchased low ticket HH furnishings in last 12 months	478	20.0%	93
HH purchased big ticket HH furnishings in last 12 months	473	19.8%	76
HH bought any small kitchen appliance in last 12 months	598	25.0%	98
HH bought any large kitchen appliance in last 12 months	358	15.0%	96
Insurance (Adults/Households)			
Currently carry life insurance	2,901	44.6%	92
Carry medical/hospital/accident insurance	4,674	71.8%	89
Carry homeowner/personal property insurance	2,902	44.6%	79
Carry renter's insurance	669	10.3%	97
HH has auto insurance: 1 vehicle in household covered	711	29.8%	101
HH has auto insurance: 2 vehicles in household covered	616	25.8%	83
HH has auto insurance: 3+ vehicles in household covered	532	22.3%	90
Pets (Households)			
Household owns any pet	1,104	46.2%	88
Household owns any cat	491	20.6%	89
Household owns any dog	902	37.8%	95
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	2,460	37.8%	107
Buy based on quality not price	1,111	17.1%	99
Buy on credit rather than wait	835	12.8%	97
Only use coupons brands: usually buy	1,068	16.4%	120
Will pay more for environmentally safe products	880	13.5%	99
Buy based on price not brands	1,936	29.8%	103
Am interested in how to help the environment	1,238	19.0%	93
Reading (Adults)			
Bought digital book in last 12 months	879	13.5%	78
Bought hardcover book in last 12 months	1,186	18.2%	75
Bought paperback book in last 12 month	1,655	25.4%	81
Read any daily newspaper (paper version)	1,047	16.1%	104
Read any digital newspaper in last 30 days	2,710	41.6%	84
Read any magazine (paper/electronic version) in last 6 months	5,567	85.6%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,096	62.9%	94
Went to family restaurant/steak house: 4+ times a month	1,348	20.7%	100
Went to fast food/drive-in restaurant in last 6 months	5,841	89.8%	99
Went to fast food/drive-in restaurant 9+ times/month	2,821	43.4%	115
Fast food restaurant last 6 months: eat in	1,288	19.8%	87
Fast food restaurant last 6 months: home delivery	633	9.7%	84
Fast food restaurant last 6 months: take-out/drive-thru	3,786	58.2%	104
Fast food restaurant last 6 months: take-out/walk-in	1,258	19.3%	91
Television & Electronics (Adults/Households)			
Own any tablet	3,022	46.4%	83
Own any e-reader	424	6.5%	53
Own e-reader/tablet: iPad	1,481	22.8%	66
HH has Internet connectable TV	940	39.3%	92
Own any portable MP3 player	762	11.7%	86
HH owns 1 TV	429	18.0%	91
HH owns 2 TVs	591	24.7%	90
HH owns 3 TVs	559	23.4%	106
HH owns 4+ TVs	518	21.7%	104
HH subscribes to cable TV	675	28.3%	76
HH subscribes to fiber optic	71	3.0%	55
HH owns portable GPS navigation device	420	17.6%	86
HH purchased video game system in last 12 months	161	6.7%	87
HH owns any Internet video device for TV	963	40.3%	89
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,621	40.3%	76
Took 3+ domestic non-business trips in last 12 months	461	7.1%	56
Spent on domestic vacations in last 12 months: $1-999	633	9.7%	78
Spent on domestic vacations in last 12 months: $1,000-$1,499	318	4.9%	79
Spent on domestic vacations in last 12 months: $1,500-$1,999	128	2.0%	52
Spent on domestic vacations in last 12 months: $2,000-$2,999	206	3.2%	84
Spent on domestic vacations in last 12 months: $3,000+	171	2.6%	41
Domestic travel in last 12 months: used general travel website	180	2.8%	47
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,274	19.6%	59
Took 3+ foreign trips by plane in last 3 years	184	2.8%	36
Spent on foreign vacations in last 12 months: $1-999	282	4.3%	60
Spent on foreign vacations in last 12 months: $1,000-$2,999	180	2.8%	72
Spent on foreign vacations in last 12 months: $3,000+	218	3.4%	56
Foreign travel in last 3 years: used general travel website	209	3.2%	49
Nights spent in hotel/motel in last 12 months: any	2,469	37.9%	84
Took cruise of more than one day in last 3 years	613	9.4%	87
Member of any frequent flyer program	741	11.4%	46
Member of any hotel rewards program	1,118	17.2%	67

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