

Demographic Summary		2024	2029
Population		61,438	63,822
Population 18+		50,732	53,279
Households		26,937	28,372
Median Household Income		\$68,205	\$81,046

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	31,682	62.4%	99
Bought Women`s Clothing/12 Mo	26,327	51.9%	99
Bought Shoes/12 Mo	37,482	73.9%	98
Bought Fine Jewelry/12 Mo	10,178	20.1%	92
Bought Watch/12 Mo	6,711	13.2%	100
Automobiles (Households)			
HH Owns or Leases Any Vehicle	24,949	92.6%	102
HH Bought or Leased New Vehicle/12 Mo	2,624	9.7%	105
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	46,888	92.4%	103
Bought or Changed Motor Oil/12 Mo	28,299	55.8%	104
Had Vehicle Tune-Up/12 Mo	12,012	23.7%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	17,765	35.0%	94
Drank Beer or Ale/6 Mo	19,236	37.9%	99
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	5,517	10.9%	111
Own Digital SLR Camera or Camcorder	4,940	9.7%	94
Printed Digital Photos/12 Mo	13,512	26.6%	102
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	17,388	34.3%	95
Have a Smartphone	47,489	93.6%	100
Have Android Phone (Any Brand) Smartphone	21,191	41.8%	109
Have Apple iPhone Smartphone	26,881	53.0%	92
HH Owns 1 Cell Phone	9,063	33.6%	112
HH Owns 2 Cell Phones	11,297	41.9%	106
HH Owns 3+ Cell Phones	6,082	22.6%	79
HH Has Cell Phone Only (No Landline Telephone)	19,196	71.3%	99
Computers (Households)			
HH Owns Computer	22,698	84.3%	100
HH Owns Desktop Computer	10,947	40.6%	105
HH Owns Laptop or Notebook	18,199	67.6%	97
HH Owns Apple/Mac Brand Computer	5,528	20.5%	83
HH Owns PC/Non-Apple Brand Computer	19,644	72.9%	104
HH Purchased Most Recent Home Computer at Store	10,422	38.7%	104
HH Purchased Most Recent Home Computer Online	7,093	26.3%	96
HH Spent \$1-499 on Most Recent Home Computer	4,127	15.3%	111
HH Spent \$500-999 on Most Recent Home Computer	5,453	20.2%	107
HH Spent \$1K-1499 on Most Recent Home Computer	2,862	10.6%	93
HH Spent \$1500-1999 on Most Recent Home Computer	997	3.7%	91
HH Spent \$2K+ on Most Recent Home Computer	1,483	5.5%	90

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	33,364	65.8%	101
Bought Brewed Coffee at C-Store/30 Days	6,269	12.4%	99
Bought Cigarettes at C-Store/30 Days	3,397	6.7%	110
Bought Gas at C-Store/30 Days	21,664	42.7%	107
Spent \$1-19 at C-Store/30 Days	3,412	6.7%	99
Spent \$20-39 at C-Store/30 Days	4,079	8.0%	96
Spent \$40-50 at C-Store/30 Days	3,478	6.9%	103
Spent \$51-99 at C-Store/30 Days	3,244	6.4%	113
Spent \$100+ at C-Store/30 Days	12,393	24.4%	104
Entertainment (Adults)			
Attended Movie/6 Mo	20,600	40.6%	92
Went to Live Theater/12 Mo	4,441	8.8%	100
Went to Bar or Night Club/12 Mo	8,998	17.7%	100
Dined Out/12 Mo	29,454	58.1%	104
Gambled at Casino/12 Mo	6,215	12.3%	103
Visited Theme Park/12 Mo	6,421	12.7%	80
Viewed Movie (Video-on-Demand)/30 Days	4,919	9.7%	103
Viewed TV Show (Video-on-Demand)/30 Days	3,608	7.1%	108
Used Internet to Download Movie/30 Days	2,861	5.6%	90
Downloaded Individual Song/6 Mo	8,834	17.4%	89
Used Internet to Watch Movie/30 Days	14,979	29.5%	86
Used Internet to Watch TV Program/30 Days	10,283	20.3%	90
Played (Console) Video or Electronic Game/12 Mo	5,723	11.3%	89
Played (Portable) Video or Electronic Game/12 Mo	3,120	6.1%	89
Financial (Adults)			
Have 1st Home Mortgage	18,373	36.2%	99
Used ATM or Cash Machine/12 Mo	31,252	61.6%	100
Own Any Stock	7,971	15.7%	106
Own U.S. Savings Bonds	4,161	8.2%	111
Own Shares in Mutual Fund (Stocks)	7,670	15.1%	113
Own Shares in Mutual Fund (Bonds)	4,791	9.4%	114
Have Interest Checking Account	21,885	43.1%	111
Have Non-Interest Checking Account	19,445	38.3%	104
Have Savings Account	37,468	73.9%	102
Have 401(k) Retirement Savings Plan	11,890	23.4%	96
Own or Used Any Credit/Debit Card/12 Mo	47,402	93.4%	101
Avg \$1-110 Monthly Credit Card Expenditures	5,596	11.0%	108
Avg \$111-225 Monthly Credit Card Expenditures	3,386	6.7%	97
Avg \$226-450 Monthly Credit Card Expenditures	4,450	8.8%	100
Avg \$451-700 Monthly Credit Card Expenditures	4,900	9.7%	104
Avg \$701-1000 Monthly Credit Card Expenditures	4,015	7.9%	101
Avg \$1001-2000 Monthly Credit Card Expenditures	6,344	12.5%	104
Avg \$2001+ Monthly Credit Card Expenditures	6,387	12.6%	101
Did Banking Online/12 Mo	29,485	58.1%	102
Did Banking by Mobile Device/12 Mo	23,137	45.6%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	25,497	94.7%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	20,731	77.0%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	5,735	21.3%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	15,795	58.6%	100
HH Used Fresh Fruit or Vegetables/6 Mo	23,843	88.5%	100
HH Used Fresh Milk/6 Mo	22,454	83.4%	102
HH Used Organic Food/6 Mo	5,887	21.9%	86
Health (Adults)			
Exercise at Home 2+ Times/Wk	24,512	48.3%	100
Exercise at Club 2+ Times/Wk	5,634	11.1%	95
Visited Doctor/12 Mo	42,299	83.4%	105
Used Vitamins or Dietary Supplements/6 Mo	34,923	68.8%	104
Home (Households)			
HH Did Home Improvement/12 Mo	10,373	38.5%	106
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	10,074	37.4%	107
HH Purchased Low Ticket HH Furnishing/12 Mo	6,179	22.9%	102
HH Purchased Big Ticket HH Furnishing/12 Mo	6,841	25.4%	98
HH Bought Small Kitchen Appliance/12 Mo	6,605	24.5%	98
HH Bought Large Kitchen Appliance/12 Mo	4,483	16.6%	104
Insurance (Adults/Households)			
Currently Carry Life Insurance	27,134	53.5%	104
Personally Carry Any Med/Hosp/Accident Insur	44,834	88.4%	104
Homeowner Carries Home/Personal Property Insurance	33,994	67.0%	111
Renter Carries Home/Pers Property Insurance	5,538	10.9%	85
HH Has 1 Vehicle Covered w/Auto Insurance	9,315	34.6%	108
HH Has 2 Vehicles Covered w/Auto Insurance	8,475	31.5%	100
HH Has 3+ Vehicles Covered w/Auto Insurance	6,898	25.6%	99
Pets (Households)			
HH Owns Any Pet	13,874	51.5%	102
HH Owns Cat	6,696	24.9%	106
HH Owns Dog	10,429	38.7%	100
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	7,686	15.2%	89
Buying American Is Important: 4-Agr Cmpl	17,065	33.6%	116
Buy Based on Quality Not Price: 4-Agr Cmpl	7,317	14.4%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	6,246	12.3%	99
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	5,702	11.2%	110
Will Pay More for Env Safe Prods: 4-Agr Cmpl	5,360	10.6%	94
Buy Based on Price Not Brands: 4-Agr Cmpl	13,726	27.1%	101
Reading (Adults)			
Bought Digital Book/12 Mo	9,330	18.4%	101
Bought Hardcover Book/12 Mo	13,926	27.5%	102
Bought Paperback Book/12 Mo	17,518	34.5%	100
Read Daily Newspaper (Paper Version)	6,821	13.4%	124
Read Digital Newspaper/30 Days	28,611	56.4%	96
Read Magazine (Paper/Electronic Vers)/6 Mo	43,652	86.0%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	36,625	72.2%	101
Went to Family Restrnt/SteakHse 4+ Times/30 Days	12,484	24.6%	106
Went to Fast Food/Drive-In Restaurant/6 Mo	46,152	91.0%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	19,369	38.2%	96
Ordered Eat-In Fast Food/6 Mo	14,627	28.8%	100
Ordered Home Delivery Fast Food/6 Mo	5,369	10.6%	82
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	27,738	54.7%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	10,588	20.9%	92
Television & Electronics (Adults/Households)			
Own Tablet	29,435	58.0%	101
Own E-Reader	8,507	16.8%	106
Own E-Reader/Tablet: Apple iPad	17,558	34.6%	95
HH Owns Internet Connectable TV	11,218	41.6%	101
Own Portable MP3 Player	4,724	9.3%	104
HH Owns 1 TV	4,666	17.3%	94
HH Owns 2 TVs	7,635	28.3%	102
HH Owns 3 TVs	6,338	23.5%	105
HH Owns 4+ TVs	6,153	22.8%	103
HH Subscribes to Cable TV	9,724	36.1%	117
HH Subscribes to Fiber Optic TV	1,204	4.5%	87
HH Owns Portable GPS Device	5,782	21.5%	116
HH Purchased Video Game System/12 Mo	1,372	5.1%	65
HH Owns Internet Video Device for TV	13,972	51.9%	98
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	29,595	58.3%	100
Took 3+ Domestic Non-Business Trips/12 Mo	8,650	17.1%	104
Spent \$1-999 on Domestic Vacations/12 Mo	6,039	11.9%	97
Spent \$1K-1499 on Domestic Vacations/12 Mo	3,306	6.5%	95
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,286	4.5%	101
Spent \$2K-2999 on Domestic Vacations/12 Mo	2,752	5.4%	104
Spent \$3K+ on Domestic Vacations/12 Mo	5,141	10.1%	105
Used Intrnt Travel Site for Domestic Trip/12 Mo	2,979	5.9%	94
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	12,991	25.6%	85
Took 3+ Foreign Trips by Plane/3 Yrs	2,096	4.1%	76
Spent \$1-999 on Foreign Vacations/12 Mo	2,396	4.7%	85
Spent \$1K-2999 on Foreign Vacations/12 Mo	1,247	2.5%	74
Spent \$3K+ on Foreign Vacations/12 Mo	2,381	4.7%	79
Used General Travel Site: Foreign Trip/3 Yrs	2,337	4.6%	82
Spent Night at Hotel or Motel/12 Mo	25,144	49.6%	98
Took Cruise of More Than One Day/3 Yrs	4,597	9.1%	107
Member of Frequent Flyer Program	13,499	26.6%	96
Member of Hotel Rewards Program	15,613	30.8%	106

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