

McHenry City, IL (1745694)

Geography: Place

McHenry City, IL Prepared by Esri

Demographic Summary	2024	2029
Population	28,085	29,211
Population 18+	22,549	23,828
Households	11,203	11,966
Median Household Income	\$87,170	\$101,062

Apparel (Adults) 14,389 53,8% 101 18 16,77 151,8% 99 16 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 101 17,172 75,9% 104 17,172 75,9% 104 17,172 75,9% 104 17,172 75,9% 104 17,172 75,9% 104 17,172 75,9% 104 17,172 75,9% 104 17,172 75,9% 104 17,172 75,9% 104 17,172 75,9% 105 17,172 75,9% 105 17,172 75,9% 105 17,172 75,9% 105 17,172 75,9% 105 17,172 75,9% 105 17,172 75,9% 105 17,172 75,9% 17,172 7	Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Bought Men's Clothing/12 Mo	•	7144115 61 11115	712210, 11115	
Bought Women's Clothing/12 Mo	·····	14 389	63.8%	101
Bought Shores/12 Mo				
Bought Fine Jewelry/12 Mo	<u>.</u>	•		
Bought Watch/12 Mo	500gii 5110C5/ 12 110	17,122	73.370	101
Bought Watch/12 Mo	Bought Fine Jewelry/12 Mo	4.515	20.0%	92
HH Owns or Leases Any Vehicle	= ''			
HH Owns or Leases Any Vehicle	g,	_,-,-		
HH Owns or Leases Any Vehicle	Automobiles (Households)			
HH Bought or Leased New Vehicle/12 Mo		10,516	93.9%	104
Bought Gasoline/6 Mo	•	•	9.4%	101
Bought of Changed Motor Oil/12 Mo 12,804 56.8% 106 12,804 56.8% 106 12,804 56.8% 106 12,804 56.8% 106 12,804		,		
Bought of Changed Motor Oil/12 Mo 12,804 56.8% 106 12,804 56.8% 106 12,804 56.8% 106 12,804 56.8% 106 12,804	Automotive Aftermarket (Adults)			
Bought or Changed Motor Oil/12 Mo 12,804 56.8% 106 Had Vehicle Tune-Up/12 Mo 5,345 23.7% 99 99	• •	21,095	93.6%	104
Beverages (Adults)	· · · · · · · · · · · · · · · · · · ·	•		106
Beverages (Adults) Drank Non-Diet (Regular) Cola/6 Mo	<u> </u>		23.7%	
Drank Non-Diet (Regular) Cola/6 Mo 8,202 36.4% 97 Drank Beer or Ale/6 Mo 8,888 39.4% 103 Cameras (Adults) Own Digital Point and Shoot Camera/Camcorder 2,355 10.4% 107 Own Digital Photos/12 Mo 6,281 27.9% 107 Cell Phones (Adults/Households) Bought Cell Phone/12 Mo 8,018 35.6% 98 Have a Smartphone 21,304 94.5% 100 Have Apple iPhone/12 Mo 8,018 35.6% 98 Have A Smartphone 21,304 94.5% 100 Have Apple iPhone (Any Brand) Smartphone 9,308 41.3% 107 Have Apple iPhone Smartphone 12,380 54.9% 96 HH Owns 1 Cell Phone 3,468 31.0% 103 HH Owns 2 Cell Phones 4,572 40.8% 104 HH Owns 2 Cell Phone Only (No Landline Telephone) 8,408 75.1% 104 Computer (Husesholds) 7,774	· ·	•		
Drank Non-Diet (Regular) Cola/6 Mo 8,202 36.4% 97 Drank Beer or Ale/6 Mo 8,888 39.4% 103 Cameras (Adults) Own Digital Point and Shoot Camera/Camcorder 2,355 10.4% 107 Own Digital Photos/12 Mo 6,281 27.9% 107 Cell Phones (Adults/Households) Bought Cell Phone/12 Mo 8,018 35.6% 98 Have a Smartphone 21,304 94.5% 100 Have Apple iPhone/12 Mo 8,018 35.6% 98 Have A Smartphone 21,304 94.5% 100 Have Apple iPhone (Any Brand) Smartphone 9,308 41.3% 107 Have Apple iPhone Smartphone 12,380 54.9% 96 HH Owns 1 Cell Phone 3,468 31.0% 103 HH Owns 2 Cell Phones 4,572 40.8% 104 HH Owns 2 Cell Phone Only (No Landline Telephone) 8,408 75.1% 104 Computer (Husesholds) 7,774	Beverages (Adults)			
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Cameras (Adults) Own Digital Point and Shoot Camera/Camcorder 2,355 10.4% 107 Own Digital SLR Camera or Camcorder 2,336 10.4% 100 Printed Digital Photos/12 Mo 6,281 27.9% 107 Cell Phones (Adults/Households) Bought Cell Phone/12 Mo 8,018 35.6% 98 Have a Smartphone 21,304 94.5% 100 Have Android Phone (Any Brand) Smartphone 9,308 41.3% 107 Have Apple iPhone Smartphone 12,380 54.9% 96 HH Owns 1 Cell Phone 3,468 31.0% 103 HH Owns 2 Cell Phones 4,572 40.8% 104 HH Owns 3 + Cell Phone Only (No Landline Telephone) 8,408 75.1% 104 Computers (Households) HH Owns Computer 9,523 85.0% 101 HH Owns Desktop Computer 4,490 40.1% 103 HH Owns Laptop or Notebook 7,774 69.4% 100 HH Owns Apple/Mac Brand Computer 8,188 73.1% <td>Drank Beer or Ale/6 Mo</td> <td>•</td> <td>39.4%</td> <td>103</td>	Drank Beer or Ale/6 Mo	•	39.4%	103
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Cell Phones (Adults/Households) Bought Cell Phone/12 Mo 8,018 35.6% 98 Have a Smartphone 21,304 94.5% 100 Have Android Phone (Any Brand) Smartphone 9,308 41.3% 107 Have Apple iPhone Smartphone 12,380 54.9% 96 HH Owns 1 Cell Phone 3,468 31.0% 103 HH Owns 2 Cell Phones 4,572 40.8% 104 HH Owns 3+ Cell Phones 2,970 26.5% 93 HH Has Cell Phone Only (No Landline Telephone) 8,408 75.1% 104 Computer Households) HH Owns Computer 9,523 85.0% 101 HH Owns Desktop Computer 4,490 40.1% 103 HH Owns Apple/Mac Brand Computer 2,438 21.8% 88 HH Owns PC/Non-Apple Brand Computer 8,188 73.1% 104 HH Purchased Most Recent Home Computer 4,381 39.1% 105 HH Purchased Most Recent Home Computer 1,724 15.4% 111 HH Spent \$1-499 on	Printed Digital Photos/12 Mo		27.9%	107
Bought Cell Phone/12 Mo 8,018 35.6% 98 Have a Smartphone 21,304 94.5% 100 Have Android Phone (Any Brand) Smartphone 9,308 41.3% 107 Have Apple iPhone Smartphone 12,380 54.9% 96 HH Owns 1 Cell Phone 3,468 31.0% 103 HH Owns 2 Cell Phones 4,572 40.8% 104 HH Owns 3+ Cell Phone Only (No Landline Telephone) 8,408 75.1% 104 Computers (Households) HH Owns Computer 9,523 85.0% 101 HH Owns Desktop Computer 4,490 40.1% 103 HH Owns Apple/Mac Brand Computer 2,438 21.8% 88 HH Owns PC/Non-Apple Brand Computer 8,188 73.1% 104 HH Purchased Most Recent Home Computer at Store 4,381 39.1% 105 HH Spent \$1-499 on Most Recent Home Computer 1,724 15.4% 111 HH Spent \$1-499 on Most Recent Home Computer 1,282 20.8% 109 HH Spent \$1500-1999 on Most Recent Home Computer		,		
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HH Owns 2 Cell Phones	Have Apple iPhone Smartphone	12,380	54.9%	96
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HH Purchased Most Recent Home Computer Online 3,072 27.4% 100 HH Spent \$1-499 on Most Recent Home Computer 1,724 15.4% 111 HH Spent \$500-999 on Most Recent Home Computer 2,326 20.8% 109 HH Spent \$1K-1499 on Most Recent Home Computer 1,282 11.4% 101 HH Spent \$1500-1999 on Most Recent Home Computer 376 3.4% 83	HH Owns PC/Non-Apple Brand Computer	8,188	73.1%	104
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HH Spent \$1K-1499 on Most Recent Home Computer 1,282 11.4% 101 HH Spent \$1500-1999 on Most Recent Home Computer 376 3.4% 83	HH Spent \$1-499 on Most Recent Home Computer	1,724	15.4%	111
HH Spent \$1K-1499 on Most Recent Home Computer 1,282 11.4% 101 HH Spent \$1500-1999 on Most Recent Home Computer 376 3.4% 83	HH Spent \$500-999 on Most Recent Home Computer	2,326	20.8%	109
HH Spent \$1500-1999 on Most Recent Home Computer 376 3.4% 83			11.4%	101
HH Spent \$2K+ on Most Recent Home Computer 655 5.8% 96	HH Spent \$1500-1999 on Most Recent Home Computer	376	3.4%	83
The Specific April 10 to 100 to County at Coun	HH Spent \$2K+ on Most Recent Home Computer	655	5.8%	96

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.

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McHenry City, IL McHenry City, IL (1745694)

Geography: Place

Prepared by Esri

Percent of	
Adults/HHs	M
68.8%	1
12.9%	1
6.6%	
45.4%	•
6.9%	
8.2%	
7.2%	
6.6%	•
25.8%	:
43.0%	
9.2%	
19.1%	
58.5%	:
11.9%	
14.6%	
9.0%	
6.4%	
5.4%	
18.7%	
32.1%	
22.9%	:
13.2%	:
7.1%	:
39.7%	
61.9%	
14.9%	
8.3%	
14.0%	
8.9%	
41.8%	
38.3%	
75.5%	•
26.3%	
93.9%	•
11.3%	-
6.7%	
9.0%	:
9.9%	
8.1%	:
12.0%	
12.0%	
59.5%	:
	-
	48.8%

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.

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McHenry City, IL

McHenry City, IL (1745694)

Geography: Place

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MF
Grocery (Adults)	·	•	
HH Used Bread/6 Mo	10,592	94.5%	10
HH Used Chicken (Fresh or Frozen)/6 Mo	8,711	77.8%	10
HH Used Turkey (Fresh or Frozen)/6 Mo	2,399	21.4%	10
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	6,470	57.8%	9
HH Used Fresh Fruit or Vegetables/6 Mo	9,954	88.9%	10
HH Used Fresh Milk/6 Mo	9,434	84.2%	10
HH Used Organic Food/6 Mo	2,535	22.6%	8
Health (Adults)			
Exercise at Home 2+ Times/Wk	11,001	48.8%	10
Exercise at Club 2+ Times/Wk	2,598	11.5%	
Visited Doctor/12 Mo	18,535	82.2%	1
Used Vitamins or Dietary Supplements/6 Mo	15,096	66.9%	1
Home (Households)			
HH Did Home Improvement/12 Mo	4,403	39.3%	1
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	4,062	36.3%	1
HH Purchased Low Ticket HH Furnishing/12 Mo	2,616	23.4%	1
HH Purchased Big Ticket HH Furnishing/12 Mo	2,975	26.6%	1
HH Bought Small Kitchen Appliance/12 Mo	2,705	24.1%	-
HH Bought Large Kitchen Appliance/12 Mo	1,854	16.5%	1
Insurance (Adults/Households)			
Currently Carry Life Insurance	12,505	55.5%	1
Personally Carry Any Med/Hosp/Accident Insur	19,843	88.0%	1
Homeowner Carries Home/Personal Property Insurance	15,140	67.1%	1
Renter Carries Home/Pers Property Insurance	2,658	11.8%	
HH Has 1 Vehicle Covered w/Auto Insurance	3,587	32.0%	1
HH Has 2 Vehicles Covered w/Auto Insurance	3,689	32.9%	1
HH Has 3+ Vehicles Covered w/Auto Insurance	3,067	27.4%	1
Data (Hayrachalda)			
Pets (Households)	6 210	55.5%	1
HH Owns Any Pet	6,218		
HH Owns Cat HH Owns Dog	2,951 4,744	26.3% 42.3%	1
	.,,	12.5 %	_
Psychographics (Adults) Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	2 205	15.00/	
·	3,385	15.0%	
Buying American Is Important: 4-Agr Cmpl	7,059	31.3%	1
Buy Based on Quality Not Price: 4-Agr Cmpl	3,062	13.6%	
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,709	12.0%	
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	2,257	10.0%	
Will Pay More for Env Safe Prods: 4-Agr Cmpl	2,220	9.8%	
Buy Based on Price Not Brands: 4-Agr Cmpl	5,970	26.5%	
Reading (Adults)			
Bought Digital Book/12 Mo	4,146	18.4%	1
Bought Hardcover Book/12 Mo	6,433	28.5%	1
Bought Paperback Book/12 Mo	7,917	35.1%	1
y ,	2,387	10.6%	_
Read Daily Newspaper (Paper Version)			
Read Daily Newspaper (Paper Version) Read Digital Newspaper/30 Days	12,650	56.1%	

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.

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Prepared by Esri



McHenry City, IL McHenry City, IL (1745694)

Geography: Place

ity, IL Prepared by Esri

Restaurints (Adults)		Expected Number of	Percent of		
Went to Family Restrnt/SteakHse/6 Mo 16,551 73,4% 11 Went to Family Restrnt/SteakHse 4+ Times/30 Days 5,411 24,0% 11 Went to Fast Food/Drive-In Rest 9+ Times/30 Days 9,209 40,8% 11 Went to Fast Food/Drive-In Rest 9+ Times/30 Days 9,209 40,8% 11 Ordered Earl-In Fast Food/6 Mo 6,605 29,3% 10 Ordered Home Delivery Fast Food/6 Mo 12,955 57,5% 11 Ordered Take-Out/Walk-In Fast Food/6 Mo 4,967 22,0% 3 Take-Out/Drive-Invicurbiate Fast Food/6 Mo 12,994 57,5% 11 Ordered Take-Out/Walk-In Fast Food/6 Mo 4,967 22,0% 3 Take-Out/Drive-Invicurbiate Fast Food/6 Mo 4,967 <t< th=""><th>Product/Consumer Behavior</th><th>Adults or HHs</th><th>Adults/HHs</th><th>MPI</th></t<>	Product/Consumer Behavior	Adults or HHs	Adults/HHs	MPI	
Went to Family Restrut/SteakHse 4+ Times/30 Days	Restaurants (Adults)				
Went to Fast Food/Drive-In Restaurant/6 Mo 20,775 92.1% 1 Went to Fast Food/Drive-In Rest 9+ Times/30 Days 9,209 40.8% 1 Ordered Eat-In Fast Food/6 Mo 6,605 29,3% 11 Ordered Home Delivery Fast Food/6 Mo 2,717 12,0% 5 Take-Out/Drive-Thru/Curbide Fast Food/6 Mo 4,967 22.0% 5 Take-Out/Walk-In Fast Food/6 Mo 4,967 22.0% 5 Television & Electronics (Adults/Households) Television & Electronics (Adults/Households) Own Tablet 12,994 57.6% 11 Own Faeader 3,693 16.4% 11 Own Ferable Page 7,928 35.2% 1 HH Owns Intruction Connectable TV 4,796 42.8% 1 HH Owns Intruction Connectable TY 1,929 17.2% 1 HH Owns Intruction Connectable TY 1,929 17.2% 1 HH Owns Intruction Connectable TY 1,929 17.2% 1 H	Went to Family Restrnt/SteakHse/6 Mo	16,551	73.4%	103	
Went to Fast Food/Drive-In Rest 9+ Times/30 Days 10 Ordered Eat-In Fast Food/6 Mo 6,605 29.3% 11 Ordered Eat-In Fast Food/6 Mo 2,717 12.0% 13 Take- Out/Drive-Thru/Curbside Fast Food/6 Mo 12,955 57.5% 11 Ordered Home Delivery Fast Food/6 Mo 12,955 57.5% 11 Ordered Take- Out/Drive-Thru/Curbside Fast Food/6 Mo 12,955 57.5% 11 Ordered Take- Out/Drive-Thru/Curbside Fast Food/6 Mo 4,967 22.0% 57.5% 11 Ordered Take- Out/Drive-Thru/Curbside Fast Food/6 Mo 4,967 22.0% 57.5% 11 Ordered Take-Out/Walk-In Fast Food/6 Mo 57.5% 11 Ordered Take-Out/Walk-In Fast Food/6 Mo 57.5% 11 Ordered Take-Out/Walk-In Fast Food/6 Mo 57.5% 12 Ordered Take-Out/Walk-In Fast Food/6 Mo	Went to Family Restrnt/SteakHse 4+ Times/30 Days	5,411	24.0%	103	
Ordered Eat-In Fast Food/6 Mo 6,605 29.3% 11 Ordered Home Delivery Fast Food/6 Mo 2,717 12.0% 8 Take-Out/Drive-Thru/Curbside Fast Food/6 Mo 12,955 57.5% 11 Ordered Take-Out/Walk-In Fast Food/6 Mo 4,967 22.0% 5 Television & Electronics (Adults/Households) Television & Electronics (Adults/Households) Own E-Reader 3,693 16.4% 11 Own E-Reader Tablet: Apple iPad 7,928 35.2% 1 HH Owns Internet Connectable TV 4,796 42.8% 1 Own Portable MP3 Player 2,196 9.7% 1 HH Owns 1 TV 1,929 17.2% 3 HH Owns 2 TVs 3,127 27.9% 1 HH Owns 3 TVs 2,597 23.2% 1 HH Owns 3 TVs 4,86 4.3% 1 HH Owns 4 TV 486 4.3% 1 HH Subscribes to Cable TV 486 4.3% 1 HH Subscribes to Cable TV 3,563 31.8%	Went to Fast Food/Drive-In Restaurant/6 Mo	20,775	92.1%	101	
Ordered Home Delivery Fast Food/6 Mo 2,717 12.0% 1 Take-Out/Drive-Thru/Curbside Fast Food/6 Mo 12,955 57.5% 10 Ordered Take-Out/Walk-In Fast Food/6 Mo 4,967 22.0% 3 Felevision & Electronics (Adults/Households) Own Tablet 12,994 57.6% 10 Own E-Reader 3,693 16.4% 11 Own E-Reader/Tablet: Apple IPad 7,928 35.2% 4 HH Owns Internet Connectable TV 4,796 42.8% 10 Own Portable MP3 Player 2,196 9,7% 11 HH Owns 1TV 1,929 17.2% 4 HH Owns 2 TVS 3,127 27.9% 11 HH Owns 3 TVS 2,597 23.2% 10 HH Subscribes to Cable TV 3,563 31.8% 11 HH Subscribes to Fiber Optic TV 486 4.3% 4 HH Owns Portable GPS Device 2,359 21.1% 1 HH Owns Internet Video Device for TV 6,121 54.6% 1 Frevel (Adult	Went to Fast Food/Drive-In Rest 9+ Times/30 Days	9,209	40.8%	103	
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo Ordered Take-Out/Walk-In Fast Food/6 Mo A,967 C2.0% STElectroine & Lectronics (Adults/Households) Own Tablet 12,994 Town Tablet 12,995 Town Tablet 12,994 Town Town Tablet 12,994 Town Town Tablet 12,995 Town Town Tablet 12,994 Town Town Tablet 12,995 Town Town Tablet 12,995 Town Town Tablet 12,995 Town Town Tablet 12,995 Town Town Tablet 13,995 Town Town Tablet 14,1499 on Domestic Vacations/12 Mo Spent \$1,1-990 on Domestic Vacations/12 Mo Spent \$1,1-990 on Domestic Vacations/12 Mo Spent \$1,1-1990 on Foreign Vacations/12 Mo	Ordered Eat-In Fast Food/6 Mo	6,605	29.3%	102	
Television & Electronics (Adults/Households) Television & Electronics (Adults/Households) Television & Electronics (Adults/Households) Television & Electronics (Adults/Households) Own E-Reader	Ordered Home Delivery Fast Food/6 Mo	2,717	12.0%	93	
Television & Electronics (Adults/Households) Own Tablet 12,994 57.6% 19 Own E-Reader 3,693 16.4% 11 Own E-Reader 7,928 35.2% 19 Hill Owns Internet Connectable TV 4,796 42.6% 19 Own Portable MP3 Player 2,196 9.7% 19 Hill Owns 1 TV 1,929 17.2% 19 Hill Owns 2 TVs 3,127 27.9% 19 Hill Owns 3 TVs 2,597 23.2% 19 Hill Owns 3 TVs 2,693 24.0% 19 Hill Owns 4+ TVs 3,563 31.8% 19 Hill Subscribes to Cable TV 3,563 31.8% 19 Hill Subscribes to Fiber Optic TV 486 4.3% 4.4 Hill Owns 5 Televant	Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	12,955	57.5%	109	
Own Tablet 12,994 57.6% 16 Own E-Reader 3,693 16.4% 11 Own E-Reader/Tablet: Apple iPad 7,928 35.2% 6 HH Owns Internet Connectable TV 4,796 42.8% 16 Own Portable MP3 Player 2,196 9.7% 11 HH Owns 1 TV 1,929 17.2% 6 HH Owns 2 TVs 3,127 27.9% 16 HH Owns 3 TVs 2,597 23.2% 11 HH Owns 2 TVs 2,693 24.0% 11 HH Subscribes to Cable TV 3,563 31.8% 16 HH Subscribes to Fiber Optic TV 486 4.3% 16 HH Owns Internet Video Bame System/12 Mo 701 6.3% 3 HH Owns Internet Video Device for TV 6,121 54.6% 10 Travel (Adults) Took Domestic Video Device for TV 13,691 60.7% 1 Took Domestic Non-Business Trips/12 Mo 3,851 17.1% 1 Spent \$1-999 on Domestic Vacations/12 Mo 3,851 17.0% 1 <td colspan<="" td=""><td>Ordered Take-Out/Walk-In Fast Food/6 Mo</td><td>4,967</td><td>22.0%</td><td>97</td></td>	<td>Ordered Take-Out/Walk-In Fast Food/6 Mo</td> <td>4,967</td> <td>22.0%</td> <td>97</td>	Ordered Take-Out/Walk-In Fast Food/6 Mo	4,967	22.0%	97
Own E-Reader 3,693 16.4% 16 Own E-Reader/Tablet: Apple iPad 7,928 35.2% 9 HH Owns Internet Connectable TV 4,796 42.8% 11 Own Portable MP3 Player 2,196 9,7% 16 HH Owns 1 TV 1,929 17,2% 11 HH Owns 2 TVs 3,127 27,9% 11 HH Owns 3 TVs 2,597 23.2% 16 HH Owns 4+ TVs 2,693 24.0% 11 HH Subscribes to Cable TV 3,563 31.8% 16 HH Subscribes to Fiber Optic TV 486 4.3% 4 HH Owns Portable GPS Device 2,359 21.1% 1 HH Owns Internet Video Game System/12 Mo 70 6.3% 4 HH Owns Internet Video Device for TV 6,121 54.6% 1 Travel (Adults) Took Domestic Non-Business Trips/12 Mo 13,691 60.7% 1 Took Domestic Non-Business Trips/12 Mo 13,691 60.7% 1 Spent \$1-99 on Domestic Vacations/12 Mo <td>Television & Electronics (Adults/Households)</td> <td></td> <td></td> <td></td>	Television & Electronics (Adults/Households)				
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HH Owns Internet Connectable TV 4,796 42.8% 10 Own Portable MP3 Player 2,196 9.7% 11 HH Owns 1 TV 1,929 17.2% 16 HH Owns 2 TVS 3,127 27.9% 11 HH Owns 3 TVS 2,597 23.2% 11 HH Owns 4+ TVS 2,693 24.0% 11 HH Subscribes to Cable TV 3,563 31.8% 11 HH Subscribes to Fiber Optic TV 466 4.3% 13.663 31.8% 11 HH Owns Portable GPS Device 2,359 21.1% 17 HH Owns Internet Video Game System/12 Mo 701 6.3% 16 HH Owns Internet Video Device for TV 6,121 54.6% 16 Travel (Adults) Travel (Adults) Took Domestic Trip in Continental U.S./12 Mo 13,691 60.7% 11 Took 3 + Domestic Non-Business Trips/12 Mo 3,851 17.1% 11 Spent \$1.499 on Domestic Vacations/12 Mo 2,949 13.1% 10 Spent \$1.500-1999 on Domestic Vacations/12 Mo 1,093 4.8% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,093 4.8% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,093 4.8% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,371 6.1% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,371 6.1% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,371 6.1% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,371 6.1% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,371 6.1% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,371 6.1% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,371 6.1% 11 Spent \$3K+ on Domestic Vacations/12 Mo 1,377 6.1% 10 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 5,804 25.7% 10 Took Foreign Trip by Plane/3 Yrs 959 4.3% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 4.7% 5 Spent \$3K+ on Foreign Vacations/12 Mo 1,071 5.2.3% 11 Used General Travel Site: Foreign Trip/3 Yrs 989 4.4% 11 Used General Travel Site: Foreign Tr	Own E-Reader/Tablet: Apple iPad	7,928	35.2%	96	
Own Portable MP3 Player 2,196 9.7% 10 HH Owns 1 TV 1,929 17.2% 16 HH Owns 2 TVS 3,127 27.9% 16 HH Owns 3 TVS 2,597 23.2% 16 HH Owns 4+ TVS 2,693 24.0% 11 HH Subscribes to Cable TV 3,563 31.8% 16 HH Subscribes to Fiber Optic TV 486 4.3% 8 HH Owns Portable GPS Device 2,359 21.1% 17 HH Purchased Video Game System/12 Mo 701 6.3% 16 HH Owns Internet Video Device for TV 6,121 54.6% 16 Travel (Adults) Took Domestic Video Game System/12 Mo 13,691 60.7% 16 Took Domestic Frip in Continental U.S./12 Mo 3,851 17.1% 16 Travel (Adults) 19 60.7% 10 Took Domestic Vacations/12 Mo 3,851 17.1% 11 Spent \$1.4 Adults 10 1,580 7.0% 11	HH Owns Internet Connectable TV	4,796	42.8%	104	
HH Owns 1 TV HH Owns 2 TVs HH Owns 2 TVs HH Owns 3 TVs 2,597 23,2% 11 HH Owns 4+ TVs 2,693 24.0% 11 HH Subscribes to Cable TV 3,563 31.8% 11 HH Subscribes to Fiber Optic TV 486 4.3% 486 4.3% 11 HH Owns Portable GPS Device 2,359 21.1% 11 HH Owns Internet Video Device for TV 6,121 54.6% 11 Travel (Adults) Took Domestic Trip in Continental U.S./12 Mo 700 3,851 700		·		109	
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### Owns Internet Video Device for TV 19	HH Purchased Video Game System/12 Mo			80	
Took Domestic Trip in Continental U.S./12 Mo 13,691 60.7% 10 Took 3+ Domestic Non-Business Trips/12 Mo 3,851 17.1% 16 Spent \$1-999 on Domestic Vacations/12 Mo 2,949 13.1% 16 Spent \$1K-1499 on Domestic Vacations/12 Mo 1,580 7.0% 16 Spent \$1500-1999 on Domestic Vacations/12 Mo 1,093 4.8% 16 Spent \$2K-2999 on Domestic Vacations/12 Mo 1,371 6.1% 1 Spent \$3K+ on Domestic Vacations/12 Mo 2,216 9.8% 16 Used Intrnt Travel Site for Domestic Trip/12 Mo 1,377 6.1% 9 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 5,804 25.7% 3 Took Foreign Trips by Plane/3 Yrs 959 4.3% 3 Spent \$1-999 on Foreign Vacations/12 Mo 1,071 4.7% 3 Spent \$1K-2999 on Foreign Vacations/12 Mo 602 2.7% 3 Spent \$1K-2999 on Foreign Vacations/12 Mo 1,108 4.9% 3 Used General Travel Site: Foreign Trip/3 Yrs 989 4.4% 3 Spent Night at Hotel o	HH Owns Internet Video Device for TV			103	
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rieilibei oi fiotei newalus riogialii 0,821 30.2% II				104	
	riembei di notei Rewalus Prograffi	0,821	30.2%	104	

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.

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