

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

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	14,389	63.8%	101
Bought Women`s Clothing/12 Mo	11,677	51.8%	99
Bought Shoes/12 Mo	17,122	75.9%	101
Bought Fine Jewelry/12 Mo	4,515	20.0%	92
Bought Watch/12 Mo	2,802	12.4%	94
Automobiles (Households)			
HH Owns or Leases Any Vehicle	10,516	93.9%	104
HH Bought or Leased New Vehicle/12 Mo	1,050	9.4%	101
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	21,095	93.6%	104
Bought or Changed Motor Oil/12 Mo	12,804	56.8%	106
Had Vehicle Tune-Up/12 Mo	5,345	23.7%	99
Beverages (Adults)			
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 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 Phones	2,970	26.5%	93
HH Has 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	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 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 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.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	15,523	68.8%	106
Bought Brewed Coffee at C-Store/30 Days	2,920	12.9%	104
Bought Cigarettes at C-Store/30 Days	1,479	6.6%	108
Bought Gas at C-Store/30 Days	10,242	45.4%	113
Spent \$1-19 at C-Store/30 Days	1,547	6.9%	101
Spent \$20-39 at C-Store/30 Days	1,847	8.2%	98
Spent \$40-50 at C-Store/30 Days	1,615	7.2%	108
Spent \$51-99 at C-Store/30 Days	1,496	6.6%	118
Spent \$100+ at C-Store/30 Days	5,823	25.8%	110
Entertainment (Adults)			
Attended Movie/6 Mo	9,685	43.0%	97
Went to Live Theater/12 Mo	2,068	9.2%	105
Went to Bar or Night Club/12 Mo	4,302	19.1%	108
Dined Out/12 Mo	13,201	58.5%	105
Gambled at Casino/12 Mo	2,688	11.9%	100
Visited Theme Park/12 Mo	3,287	14.6%	93
Viewed Movie (Video-on-Demand)/30 Days	2,039	9.0%	96
Viewed TV Show (Video-on-Demand)/30 Days	1,450	6.4%	98
Used Internet to Download Movie/30 Days	1,223	5.4%	87
Downloaded Individual Song/6 Mo	4,210	18.7%	96
Used Internet to Watch Movie/30 Days	7,236	32.1%	94
Used Internet to Watch TV Program/30 Days	5,161	22.9%	102
Played (Console) Video or Electronic Game/12 Mo	2,987	13.2%	105
Played (Portable) Video or Electronic Game/12 Mo	1,605	7.1%	103
Financial (Adults)			
Have 1st Home Mortgage	8,962	39.7%	109
Used ATM or Cash Machine/12 Mo	13,961	61.9%	101
Own Any Stock	3,354	14.9%	100
Own U.S. Savings Bonds	1,862	8.3%	112
Own Shares in Mutual Fund (Stocks)	3,158	14.0%	105
Own Shares in Mutual Fund (Bonds)	2,010	8.9%	107
Have Interest Checking Account	9,417	41.8%	107
Have Non-Interest Checking Account	8,635	38.3%	104
Have Savings Account	17,034	75.5%	104
Have 401(k) Retirement Savings Plan	5,928	26.3%	108
Own or Used Any Credit/Debit Card/12 Mo	21,168	93.9%	101
Avg \$1-110 Monthly Credit Card Expenditures	2,551	11.3%	111
Avg \$111-225 Monthly Credit Card Expenditures	1,511	6.7%	97
Avg \$226-450 Monthly Credit Card Expenditures	2,039	9.0%	103
Avg \$451-700 Monthly Credit Card Expenditures	2,229	9.9%	107
Avg \$701-1000 Monthly Credit Card Expenditures	1,819	8.1%	103
Avg \$1001-2000 Monthly Credit Card Expenditures	2,711	12.0%	100
Avg \$2001+ Monthly Credit Card Expenditures	2,570	11.4%	91
Did Banking Online/12 Mo	13,407	59.5%	104
Did Banking by Mobile Device/12 Mo	11,002	48.8%	101

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/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	10,592	94.5%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	8,711	77.8%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	2,399	21.4%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	6,470	57.8%	98
HH Used Fresh Fruit or Vegetables/6 Mo	9,954	88.9%	100
HH Used Fresh Milk/6 Mo	9,434	84.2%	103
HH Used Organic Food/6 Mo	2,535	22.6%	89
Health (Adults)			
Exercise at Home 2+ Times/Wk	11,001	48.8%	101
Exercise at Club 2+ Times/Wk	2,598	11.5%	98
Visited Doctor/12 Mo	18,535	82.2%	103
Used Vitamins or Dietary Supplements/6 Mo	15,096	66.9%	101
Home (Households)			
HH Did Home Improvement/12 Mo	4,403	39.3%	108
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	4,062	36.3%	104
HH Purchased Low Ticket HH Furnishing/12 Mo	2,616	23.4%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	2,975	26.6%	103
HH Bought Small Kitchen Appliance/12 Mo	2,705	24.1%	97
HH Bought Large Kitchen Appliance/12 Mo	1,854	16.5%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	12,505	55.5%	108
Personally Carry Any Med/Hosp/Accident Insur	19,843	88.0%	103
Homeowner Carries Home/Personal Property Insurance	15,140	67.1%	111
Renter Carries Home/Pers Property Insurance	2,658	11.8%	92
HH Has 1 Vehicle Covered w/Auto Insurance	3,587	32.0%	100
HH Has 2 Vehicles Covered w/Auto Insurance	3,689	32.9%	104
HH Has 3+ Vehicles Covered w/Auto Insurance	3,067	27.4%	105
Pets (Households)			
HH Owns Any Pet	6,218	55.5%	110
HH Owns Cat	2,951	26.3%	112
HH Owns Dog	4,744	42.3%	110
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	3,385	15.0%	88
Buying American Is Important: 4-Agr Cmpl	7,059	31.3%	108
Buy Based on Quality Not Price: 4-Agr Cmpl	3,062	13.6%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,709	12.0%	97
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	2,257	10.0%	98
Will Pay More for Env Safe Prods: 4-Agr Cmpl	2,220	9.8%	87
Buy Based on Price Not Brands: 4-Agr Cmpl	5,970	26.5%	99
Reading (Adults)			
Bought Digital Book/12 Mo	4,146	18.4%	101
Bought Hardcover Book/12 Mo	6,433	28.5%	106
Bought Paperback Book/12 Mo	7,917	35.1%	102
Read Daily Newspaper (Paper Version)	2,387	10.6%	98
Read Digital Newspaper/30 Days	12,650	56.1%	96
Read Magazine (Paper/Electronic Vers)/6 Mo	19,172	85.0%	98

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
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	16,551	73.4%	103
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	5,411	24.0%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	20,775	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	9,209	40.8%	103
Ordered Eat-In Fast Food/6 Mo	6,605	29.3%	102
Ordered Home Delivery Fast Food/6 Mo	2,717	12.0%	93
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	12,955	57.5%	109
Ordered Take-Out/Walk-In Fast Food/6 Mo	4,967	22.0%	97
Television & Electronics (Adults/Households)			
Own Tablet	12,994	57.6%	101
Own E-Reader	3,693	16.4%	104
Own E-Reader/Tablet: Apple iPad	7,928	35.2%	96
HH Owns Internet Connectable TV	4,796	42.8%	104
Own Portable MP3 Player	2,196	9.7%	109
HH Owns 1 TV	1,929	17.2%	93
HH Owns 2 TVs	3,127	27.9%	100
HH Owns 3 TVs	2,597	23.2%	104
HH Owns 4+ TVs	2,693	24.0%	108
HH Subscribes to Cable TV	3,563	31.8%	103
HH Subscribes to Fiber Optic TV	486	4.3%	85
HH Owns Portable GPS Device	2,359	21.1%	114
HH Purchased Video Game System/12 Mo	701	6.3%	80
HH Owns Internet Video Device for TV	6,121	54.6%	103
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	13,691	60.7%	104
Took 3+ Domestic Non-Business Trips/12 Mo	3,851	17.1%	105
Spent \$1-999 on Domestic Vacations/12 Mo	2,949	13.1%	107
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,580	7.0%	102
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,093	4.8%	109
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,371	6.1%	117
Spent \$3K+ on Domestic Vacations/12 Mo	2,216	9.8%	102
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,377	6.1%	98
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	5,804	25.7%	85
Took 3+ Foreign Trips by Plane/3 Yrs	959	4.3%	78
Spent \$1-999 on Foreign Vacations/12 Mo	1,071	4.7%	85
Spent \$1K-2999 on Foreign Vacations/12 Mo	602	2.7%	80
Spent \$3K+ on Foreign Vacations/12 Mo	1,108	4.9%	82
Used General Travel Site: Foreign Trip/3 Yrs	989	4.4%	78
Spent Night at Hotel or Motel/12 Mo	11,792	52.3%	103
Took Cruise of More Than One Day/3 Yrs	1,939	8.6%	101
Member of Frequent Flyer Program	5,845	25.9%	93
Member of Hotel Rewards Program	6,821	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.