

Demographic Summary	2024	2029
Population	57,102	56,849
Population 18+	45,034	45,910
Households	20,738	20,819
Median Household Income	\$84,562	\$97,743

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	27,854	61.9%	98
Bought Women`s Clothing/12 Mo	24,103	53.5%	102
Bought Shoes/12 Mo	34,143	75.8%	101
Bought Fine Jewelry/12 Mo	10,051	22.3%	102
Bought Watch/12 Mo	6,356	14.1%	106
Automobiles (Households)			
HH Owns or Leases Any Vehicle	19,005	91.6%	101
HH Bought or Leased New Vehicle/12 Mo	1,875	9.0%	98
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	41,091	91.2%	102
Bought or Changed Motor Oil/12 Mo	24,882	55.3%	103
Had Vehicle Tune-Up/12 Mo	10,437	23.2%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	17,527	38.9%	104
Drank Beer or Ale/6 Mo	16,716	37.1%	97
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	4,150	9.2%	94
Own Digital SLR Camera or Camcorder	4,341	9.6%	93
Printed Digital Photos/12 Mo	11,449	25.4%	98
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	16,562	36.8%	102
Have a Smartphone	42,717	94.9%	101
Have Android Phone (Any Brand) Smartphone	18,534	41.2%	107
Have Apple iPhone Smartphone	25,191	55.9%	97
HH Owns 1 Cell Phone	6,031	29.1%	97
HH Owns 2 Cell Phones	7,880	38.0%	96
HH Owns 3+ Cell Phones	6,444	31.1%	109
HH Has Cell Phone Only (No Landline Telephone)	15,308	73.8%	102
Computers (Households)			
HH Owns Computer	17,363	83.7%	100
HH Owns Desktop Computer	8,090	39.0%	100
HH Owns Laptop or Notebook	14,335	69.1%	100
HH Owns Apple/Mac Brand Computer	4,666	22.5%	91
HH Owns PC/Non-Apple Brand Computer	14,818	71.5%	102
HH Purchased Most Recent Home Computer at Store	7,614	36.7%	99
HH Purchased Most Recent Home Computer Online	5,553	26.8%	98
HH Spent \$1-499 on Most Recent Home Computer	2,905	14.0%	101
HH Spent \$500-999 on Most Recent Home Computer	4,167	20.1%	106
HH Spent \$1K-1499 on Most Recent Home Computer	2,081	10.0%	88
HH Spent \$1500-1999 on Most Recent Home Computer	710	3.4%	85
HH Spent \$2K+ on Most Recent Home Computer	1,180	5.7%	93

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	30,939	68.7%	106
Bought Brewed Coffee at C-Store/30 Days	5,527	12.3%	98
Bought Cigarettes at C-Store/30 Days	2,807	6.2%	103
Bought Gas at C-Store/30 Days	20,152	44.7%	112
Spent \$1-19 at C-Store/30 Days	2,897	6.4%	95
Spent \$20-39 at C-Store/30 Days	3,890	8.6%	103
Spent \$40-50 at C-Store/30 Days	3,162	7.0%	106
Spent \$51-99 at C-Store/30 Days	2,979	6.6%	117
Spent \$100+ at C-Store/30 Days	11,401	25.3%	107
Entertainment (Adults)			
Attended Movie/6 Mo	19,820	44.0%	100
Went to Live Theater/12 Mo	3,822	8.5%	97
Went to Bar or Night Club/12 Mo	8,107	18.0%	102
Dined Out/12 Mo	25,314	56.2%	101
Gambled at Casino/12 Mo	5,399	12.0%	101
Visited Theme Park/12 Mo	7,255	16.1%	102
Viewed Movie (Video-on-Demand)/30 Days	4,269	9.5%	101
Viewed TV Show (Video-on-Demand)/30 Days	3,065	6.8%	103
Used Internet to Download Movie/30 Days	2,794	6.2%	99
Downloaded Individual Song/6 Mo	9,027	20.0%	103
Used Internet to Watch Movie/30 Days	15,002	33.3%	98
Used Internet to Watch TV Program/30 Days	10,202	22.7%	101
Played (Console) Video or Electronic Game/12 Mo	5,791	12.9%	102
Played (Portable) Video or Electronic Game/12 Mo	3,113	6.9%	100
Financial (Adults)			
Have 1st Home Mortgage	17,627	39.1%	107
Used ATM or Cash Machine/12 Mo	27,634	61.4%	100
Own Any Stock	5,974	13.3%	89
Own U.S. Savings Bonds	2,987	6.6%	90
Own Shares in Mutual Fund (Stocks)	5,531	12.3%	92
Own Shares in Mutual Fund (Bonds)	3,520	7.8%	94
Have Interest Checking Account	16,975	37.7%	97
Have Non-Interest Checking Account	16,504	36.6%	99
Have Savings Account	32,732	72.7%	100
Have 401(k) Retirement Savings Plan	11,119	24.7%	101
Own or Used Any Credit/Debit Card/12 Mo	41,843	92.9%	100
Avg \$1-110 Monthly Credit Card Expenditures	4,945	11.0%	107
Avg \$111-225 Monthly Credit Card Expenditures	3,392	7.5%	109
Avg \$226-450 Monthly Credit Card Expenditures	4,010	8.9%	101
Avg \$451-700 Monthly Credit Card Expenditures	4,044	9.0%	97
Avg \$701-1000 Monthly Credit Card Expenditures	3,347	7.4%	95
Avg \$1001-2000 Monthly Credit Card Expenditures	5,014	11.1%	93
Avg \$2001+ Monthly Credit Card Expenditures	4,714	10.5%	84
Did Banking Online/12 Mo	25,603	56.9%	99
Did Banking by Mobile Device/12 Mo	22,082	49.0%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	19,594	94.5%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	16,205	78.1%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	4,424	21.3%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	12,246	59.1%	100
HH Used Fresh Fruit or Vegetables/6 Mo	18,325	88.4%	99
HH Used Fresh Milk/6 Mo	17,117	82.5%	101
HH Used Organic Food/6 Mo	4,930	23.8%	93
Health (Adults)			
Exercise at Home 2+ Times/Wk	21,812	48.4%	100
Exercise at Club 2+ Times/Wk	5,434	12.1%	103
Visited Doctor/12 Mo	35,957	79.8%	100
Used Vitamins or Dietary Supplements/6 Mo	30,041	66.7%	101
Home (Households)			
HH Did Home Improvement/12 Mo	7,798	37.6%	104
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	7,269	35.1%	100
HH Purchased Low Ticket HH Furnishing/12 Mo	4,618	22.3%	99
HH Purchased Big Ticket HH Furnishing/12 Mo	5,342	25.8%	100
HH Bought Small Kitchen Appliance/12 Mo	5,276	25.4%	102
HH Bought Large Kitchen Appliance/12 Mo	3,516	17.0%	106
Insurance (Adults/Households)			
Currently Carry Life Insurance	24,434	54.3%	106
Personally Carry Any Med/Hosp/Accident Insur	38,410	85.3%	100
Homeowner Carries Home/Personal Property Insurance	28,405	63.1%	104
Renter Carries Home/Pers Property Insurance	5,635	12.5%	98
HH Has 1 Vehicle Covered w/Auto Insurance	6,685	32.2%	101
HH Has 2 Vehicles Covered w/Auto Insurance	6,862	33.1%	105
HH Has 3+ Vehicles Covered w/Auto Insurance	5,147	24.8%	96
Pets (Households)			
HH Owns Any Pet	10,468	50.5%	100
HH Owns Cat	4,423	21.3%	91
HH Owns Dog	8,276	39.9%	104
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	7,393	16.4%	96
Buying American Is Important: 4-Agr Cmpl	12,893	28.6%	98
Buy Based on Quality Not Price: 4-Agr Cmpl	6,750	15.0%	103
Buy on Credit Rather Than Wait: 4-Agr Cmpl	5,538	12.3%	99
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	4,568	10.1%	100
Will Pay More for Env Safe Prods: 4-Agr Cmpl	4,621	10.3%	91
Buy Based on Price Not Brands: 4-Agr Cmpl	11,924	26.5%	99
Reading (Adults)			
Bought Digital Book/12 Mo	8,206	18.2%	100
Bought Hardcover Book/12 Mo	11,778	26.2%	97
Bought Paperback Book/12 Mo	14,825	32.9%	96
Read Daily Newspaper (Paper Version)	4,159	9.2%	85
Read Digital Newspaper/30 Days	25,192	55.9%	95
Read Magazine (Paper/Electronic Vers)/6 Mo	38,552	85.6%	98

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	33,368	74.1%	104
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	11,366	25.2%	108
Went to Fast Food/Drive-In Restaurant/6 Mo	41,699	92.6%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	19,813	44.0%	111
Ordered Eat-In Fast Food/6 Mo	13,144	29.2%	101
Ordered Home Delivery Fast Food/6 Mo	6,133	13.6%	105
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	24,751	55.0%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	9,982	22.2%	97
Television & Electronics (Adults/Households)			
Own Tablet	26,553	59.0%	103
Own E-Reader	6,782	15.1%	95
Own E-Reader/Tablet: Apple iPad	16,726	37.1%	101
HH Owns Internet Connectable TV	8,664	41.8%	102
Own Portable MP3 Player	4,031	9.0%	100
HH Owns 1 TV	3,285	15.8%	86
HH Owns 2 TVs	5,496	26.5%	95
HH Owns 3 TVs	4,698	22.7%	101
HH Owns 4+ TVs	5,451	26.3%	119
HH Subscribes to Cable TV	6,458	31.1%	101
HH Subscribes to Fiber Optic TV	974	4.7%	92
HH Owns Portable GPS Device	3,657	17.6%	95
HH Purchased Video Game System/12 Mo	1,615	7.8%	100
HH Owns Internet Video Device for TV	11,350	54.7%	104
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	26,532	58.9%	101
Took 3+ Domestic Non-Business Trips/12 Mo	7,193	16.0%	98
Spent \$1-999 on Domestic Vacations/12 Mo	5,680	12.6%	103
Spent \$1K-1499 on Domestic Vacations/12 Mo	3,039	6.7%	99
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,082	4.6%	104
Spent \$2K-2999 on Domestic Vacations/12 Mo	2,342	5.2%	100
Spent \$3K+ on Domestic Vacations/12 Mo	4,062	9.0%	93
Used Intrnt Travel Site for Domestic Trip/12 Mo	2,879	6.4%	102
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	12,609	28.0%	93
Took 3+ Foreign Trips by Plane/3 Yrs	2,215	4.9%	90
Spent \$1-999 on Foreign Vacations/12 Mo	2,088	4.6%	83
Spent \$1K-2999 on Foreign Vacations/12 Mo	1,553	3.4%	103
Spent \$3K+ on Foreign Vacations/12 Mo	2,315	5.1%	86
Used General Travel Site: Foreign Trip/3 Yrs	2,110	4.7%	83
Spent Night at Hotel or Motel/12 Mo	23,285	51.7%	102
Took Cruise of More Than One Day/3 Yrs	4,243	9.4%	111
Member of Frequent Flyer Program	11,856	26.3%	95
Member of Hotel Rewards Program	13,357	29.7%	102

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