

Demographic Summary		2024	2029	
Population		137,545	141,226	
Population 18+		112,499	116,735	
Households		57,604	59,479	
Median Household Income		\$65,806	\$80,114	
Product/Consumer Behavior		Expected Number of Adults or	Percent	MPI
Own Tablet		62,470	55.5%	97
Own E-Reader		17,690	15.7%	100
Own E-Reader/Tablet: Amazon Fire		15,316	13.6%	105
Own E-Reader/Tablet: Amazon Kindle		26,971	24.0%	102
Own E-Reader/Tablet: Apple iPad		37,238	33.1%	90
Own E-Reader/Tablet: Barnes & Noble Nook		2,431	2.2%	103
Own E-Reader/Tablet: Microsoft Surface		2,667	2.4%	85
Own E-Reader/Tablet: Samsung Galaxy Tab		12,716	11.3%	100
Own Portable MP3 Player		10,451	9.3%	104
Own Apple Watch Wearable Technology		19,081	17.0%	90
Own Fitbit Wearable Technology		17,512	15.6%	105
Own Garmin Wearable Technology		4,211	3.7%	104
Own Digital Camcorder		8,424	7.5%	99
Own Digital Point and Shoot Camera/Camcorder		11,698	10.4%	106
Own Digital SLR Camera or Camcorder		10,952	9.7%	94
Own 35mm Camera or Camcorder		8,716	7.7%	107
Own Telephoto/Zoom Lens for Camera		7,900	7.0%	102
Own Wide Angle Lens for Camera		5,575	5.0%	101
Own Selfie Stick for Camera or Phone		6,466	5.7%	90
Printed Digital Photos/12 Mo		30,367	27.0%	104
Use Computer at Work		47,793	42.5%	97
Use Desktop Computer at Work		21,680	19.3%	103
Use Laptop or Notebook Computer at Work		26,625	23.7%	95
HH Owns Computer		48,430	84.1%	100
HH Purchased Most Recent Home Computer/12 Mo		7,108	12.3%	98
HH Owns Desktop Computer		22,692	39.4%	101
HH Owns Laptop or Notebook		39,487	68.5%	99
HH Has Child (<18 Yrs) Using Home Computer		5,190	9.0%	84
HH Owns Apple/Mac Brand Computer		11,874	20.6%	83
HH Owns PC/Non-Apple Brand Computer		41,912	72.8%	104
HH Purchased Most Recent Home Computer 1-2 Yrs Ago		11,471	19.9%	100
HH Purchased Most Recent Home Computer 3-4 Yrs Ago		10,743	18.6%	102
HH Purchased Most Recent Home Computer 5+ Yrs Ago		10,881	18.9%	109
HH Purchased Most Recent Home Computer at Store		21,998	38.2%	103
HH Purchased Most Recent Home Computer Online		15,605	27.1%	99
HH Spent \$1-499 on Most Recent Home Computer		9,131	15.9%	115
HH Spent \$500-999 on Most Recent Home Computer		11,602	20.1%	106
HH Spent \$1K-1499 on Most Recent Home Computer		6,179	10.7%	94
HH Spent \$1500-1999 on Most Recent Home Computer		2,059	3.6%	88
HH Spent \$2K+ on Most Recent Home Computer		3,132	5.4%	89
HH Owns Webcam		14,004	24.3%	100
HH Owns Wireless Router		20,781	36.1%	103
HH Owns All-In-One Printer (Print Copy Scan)		32,908	57.1%	101
HH Owns Accounting Software		3,519	6.1%	99

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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	Percent	MPI
HH Owns Communications or Fax Software	2,148	3.7%	95
HH Owns Database or Filing Software	2,944	5.1%	97
HH Owns Desktop Publishing Software	3,849	6.7%	104
HH Owns Education or Training Software	4,703	8.2%	93
HH Owns Entertainment or Games Software	15,195	26.4%	103
HH Owns Personal Finance or Tax Prep Software	9,156	15.9%	101
HH Owns Presentation Graphics Software	3,139	5.4%	92
HH Owns Multimedia Software	4,969	8.6%	95
HH Owns Networking Software	4,615	8.0%	94
HH Owns Online Mtg or Conference Software	8,304	14.4%	91
HH Owns Online or Remote Backup Software	3,340	5.8%	93
HH Owns Security or Anti-Virus Software	13,443	23.3%	101
HH Owns Spreadsheet Software	14,366	24.9%	96
HH Owns Touch Screen Monitor	7,300	12.7%	101
HH Owns Utility Software	2,839	4.9%	92
HH Owns Web Authoring Software	916	1.6%	96
HH Owns Word Processing Software	21,006	36.5%	100
HH Owns CD Player	10,306	17.9%	108
HH Owns Portable GPS Device	12,095	21.0%	113
HH Owns Ear Buds Headphones	31,437	54.6%	105
HH Owns Bluetooth or Wireless Headphones	24,604	42.7%	95
HH Owns Noise Reduction Headphones	11,765	20.4%	91
HH Owns Headphones w/Microphone	12,454	21.6%	94
HH Owns Home Theater or Entertainment System	8,640	15.0%	95
HH Owns 1 TV	10,492	18.2%	99
HH Owns 2 TVs	16,185	28.1%	101
HH Owns 3 TVs	13,179	22.9%	102
HH Owns 4+ TVs	12,947	22.5%	101
HH Owns LCD TV	14,142	24.6%	100
HH Owns LED TV	27,195	47.2%	104
HH Owns OLED TV	3,694	6.4%	86
HH Owns Plasma TV	5,582	9.7%	95
HH Owns HDTV	19,529	33.9%	102
HH Owns 4K Ultra HDTV	15,761	27.4%	94
HH Owns Internet Connectable TV	24,080	41.8%	102
HH Owns <27 in Screen TV (Small)	7,671	13.3%	112
HH Owns 27-35 in Screen TV (Medium)	17,066	29.6%	107
HH Owns 36-42 in Screen TV (Large)	19,626	34.1%	104
HH Owns 43-54 in Screen TV (XL)	20,325	35.3%	101
HH Owns 55-69 in Screen TV (XXL)	21,268	36.9%	98
HH Owns 70 in+ Screen TV (XXXL)	4,716	8.2%	92
HH Most Recent TV Purchase: <27 in (Small)	2,559	4.4%	106
HH Most Recent TV Purchase: 27-35 in (Medium)	7,463	13.0%	106
HH Most Recent TV Purchase: 36-42 in (Large)	9,632	16.7%	103
HH Most Recent TV Purchase: 43-54 in (XL)	11,835	20.5%	106
HH Most Recent TV Purchase: 55-69 in (XXL)	15,697	27.2%	98
HH Most Recent TV Purchase: 70+ in (XXXL)	3,634	6.3%	90
HH Owns Internet Video Device for TV	30,348	52.7%	100
HH Owns Amazon Fire Internet Device for TV	14,773	25.6%	98
HH Owns Apple TV Internet Device for TV	4,452	7.7%	82
HH Owns Google Chromecast Intrnt Device for TV	4,003	6.9%	92
HH Owns Roku Internet Device for TV	16,586	28.8%	108

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Handheld Video Game System	9,756	16.9%	91
HH Owns Video Game System Attached to TV/Comp	22,411	38.9%	95
HH Owns Nintendo DS/2DS/3DS Video Game System	3,457	6.0%	94
HH Owns Nintendo Switch Video Game System	8,569	14.9%	90
HH Owns Nintendo Wii/Wii U Video Game System	4,847	8.4%	101
HH Owns PlayStation 2/3 Video Game System	3,968	6.9%	100
HH Owns PlayStation 4 Video Game System	8,482	14.7%	93
HH Owns PlayStation 5 Video Game System	2,466	4.3%	84
HH Owns Xbox 360 Video Game System	4,986	8.7%	98
HH Owns Xbox One Video Game System	6,733	11.7%	102
HH Owns Xbox Series X Video Game System	1,504	2.6%	93
HH Purchased Video Game System/12 Mo	3,244	5.6%	72
HH Purchased 1 Video Game/12 Mo	1,264	2.2%	103
HH Purchased 2 Video Games/12 Mo	1,427	2.5%	88
HH Purchased 3 Video Games/12 Mo	1,015	1.8%	88
HH Purchased 4 Video Games/12 Mo	887	1.5%	88
HH Purchased 5+ Video Games/12 Mo	3,186	5.5%	91
HH Spent \$1-100 on Video Games/12 Mo	4,506	7.8%	93
HH Spent \$101-200 on Video Games/12 Mo	2,400	4.2%	92
HH Spent \$201+ on Video Games/12 Mo	1,812	3.1%	87
HH Purchased Video Game from Disc Dept Store/12 Mo	1,050	1.8%	91
HH Purchased Video Game from Electronics Store/12 Mo	1,417	2.5%	84
HH Purchased Video Games from Game Console/12 Mo	2,861	5.0%	98
HH Purchased Video Game from GameStop/12 Mo	3,196	5.5%	86
HH Purchased Video Game from Steam/12 Mo	1,358	2.4%	102
HH Purchased Video Game from Oth Online/12 Mo	3,826	6.6%	89
HH Purchased Video Game System/Disc Dept Store/12 Mo	545	0.9%	98
HH Purchased Video Game System/Electr Store/12 Mo	812	1.4%	84
HH Purchased Video Game System/GameStop/12 Mo	939	1.6%	87
HH Purchased Video Game System/Other Online/12 Mo	1,445	2.5%	88
Have Internet Access at Home	108,463	96.4%	100
Broadband/High Speed Internet Connection at Home	104,523	92.9%	100
Cable Modem Internet Connection at Home	46,870	41.7%	101
DSL Internet Connection at Home	11,622	10.3%	114
Fiber Optic Internet Connection at Home	17,024	15.1%	82
Satellite Service Internet Connection at Home	4,810	4.3%	117
Spend <0.5 Hrs Online (Excluding Email) Daily	5,634	5.0%	108
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	9,349	8.3%	107
Spend 1-1.9 Hrs Online (Excluding Email) Daily	19,702	17.5%	104
Spend 2-4.9 Hrs Online (Excluding Email) Daily	35,431	31.5%	102
Spend 5-9.9 Hrs Online (Excluding Email) Daily	24,317	21.6%	95
Spend 10+ Hrs Online (Excluding Email) Daily	11,310	10.1%	92
Used Internet/30 Days	109,123	97.0%	100
Used Internet at Home/30 Days	104,656	93.0%	100
Used Internet at Work/30 Days	46,776	41.6%	102
Used Internet at School or Library/30 Days	10,482	9.3%	107
Used Internet Not Home/Work/School/Library/30 Days	43,597	38.8%	103
Used Computer to Access Internet/30 Days	87,900	78.1%	100
Used Cell Phone to Access Internet/30 Days	96,896	86.1%	100
Used Tablet to Access Internet/30 Days	39,900	35.5%	99
Used Vid Game Console to Access Internet/30 Days	12,054	10.7%	101
Used TV to Access Internet/30 Days	31,585	28.1%	98
Used Internet for Email/30 Days	95,904	85.2%	101
Used Internet for IM/30 Days	88,564	78.7%	98
Used Internet for Phone Call/30 Days	41,167	36.6%	96
Used Internet for Video Chat/30 Days	36,034	32.0%	93

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Product/Consumer Behavior	Expected		MPI
	Number of Adults or	Percent	
Used Internet for Personal Purchase/30 Days	81,802	72.7%	101
Used Internet for Business Purchase/30 Days	15,193	13.5%	100
Used Internet for Latest News/30 Days	59,437	52.8%	101
Used Internet for Sports News or Info/30 Days	31,681	28.2%	100
Used Internet for Financial Info/30 Days	35,123	31.2%	101
Used Internet for Medical Info/30 Days	36,903	32.8%	101
Used Internet for Movie Listings/Times/30 Days	16,933	15.1%	97
Used Internet for Parenting Info/30 Days	4,484	4.0%	88
Used Internet for Real Estate Info/30 Days	15,816	14.1%	91
Used Internet for Recipes/30 Days	60,931	54.2%	103
Used Internet to Add Video to Website/30 Days	7,502	6.7%	93
Used Internet to Download Movie/30 Days	6,466	5.7%	92
Used Internet to Download Music/30 Days	16,173	14.4%	94
Used Internet to Download TV Program/30 Days	3,267	2.9%	88
Used Internet to Download Video Game/30 Days	15,941	14.2%	102
Used Internet to Look for Employment/30 Days	13,083	11.6%	91
Used Internet for Online Dating/30 Days	3,871	3.4%	99
Used Internet to Pay Bills/30 Days	71,711	63.7%	100
Used Internet to Play Games/30 Days	45,015	40.0%	107
Used Internet to Research Vehicle Purch/30 Days	11,245	10.0%	97
Used Internet to Send Greeting Card/30 Days	4,314	3.8%	94
Used Internet to Share Photos on Website/30 Days	31,594	28.1%	104
Used Internet to Take Online Class/30 Days	11,789	10.5%	89
Used Internet to Trade/Track Investments/30 Days	20,098	17.9%	94
Used Internet for Travel Plans/30 Days	23,807	21.2%	93
Used Internet to Visit Blogs/30 Days	11,945	10.6%	93
Used Internet to Write Blogs/30 Days	1,208	1.1%	88
Used Internet to Visit Chat Room/30 Days	5,506	4.9%	91
Used Internet to Watch Movie/30 Days	36,639	32.6%	95
Used Internet to Watch TV Program/30 Days	24,943	22.2%	99
Used Nintendo Switch Online Gaming Svc/30 Days	4,625	4.1%	96
Used PlayStation Network Gaming Svc/30 Days	7,585	6.7%	96
Used Xbox Network Gaming Svc/30 Days	6,341	5.6%	103
Played Massive Multi-Player Online Game/30 Days	2,608	2.3%	95
Used Spanish Language Website or App/30 Days	2,887	2.6%	48
Social Media: Used Facebook/30 Days	74,278	66.0%	105
Social Media: Used Instagram/30 Days	38,538	34.3%	90
Social Media: Used LinkedIn/30 Days	14,226	12.6%	87
Social Media: Used Reddit/30 Days	12,856	11.4%	100
Social Media: Used Shutterfly/30 Days	2,679	2.4%	101
Social Media: Used Snapchat/30 Days	24,004	21.3%	107
Social Media: Used TikTok/30 Days	26,014	23.1%	100
Social Media: Used Tumblr/30 Days	1,994	1.8%	98
Social Media: Used Twitch/30 Days	4,615	4.1%	100
Social Media: Used Twitter/30 Days	18,293	16.3%	91
Social Media: Used Yelp/30 Days	4,098	3.6%	61
Social Media: Used YouTube/30 Days	58,438	51.9%	97
Social Media: Used Pinterest/30 Days	22,150	19.7%	110

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	9,372	8.3%	89
Social Media: Clicked on Ad/30 Days	16,165	14.4%	101
Social Media: Commented on Friend's Post/30 Days	47,199	42.0%	107
Social Media: Communicated Via IM/30 Days	28,489	25.3%	107
Social Media: Followed/Became Fan/30 Days	25,804	22.9%	104
Social Media: Invited People to Event/30 Days	5,040	4.5%	104
Social Media: Liked Something/30 Days	37,998	33.8%	105
Social Media: Played Game/30 Days	20,158	17.9%	110
Social Media: Posted Blog/30 Days	1,402	1.2%	87
Social Media: Posted/Shared Video/30 Days	18,921	16.8%	98
Social Media: Posted Picture/30 Days	43,918	39.0%	103
Social Media: Posted Update/30 Days	31,776	28.2%	102
Social Media: Posted Website Link/30 Days	9,460	8.4%	103
Social Media: Posted/Shared My Location/30 Days	6,000	5.3%	96
Social Media: Rated Product or Service/30 Days	7,645	6.8%	95
Social Media: Saw Friend's Profile/30 Days	47,975	42.6%	103
Social Media: Sent Email/Text Message/30 Days	50,520	44.9%	104
Social Media: Sent Real/Virtual Gift/30 Days	1,819	1.6%	96
Social Media: Updated My Profile/30 Days	17,700	15.7%	98
Social Media: Watched Video/30 Days	50,249	44.7%	101
IM/Video Chat: Used Facebook Messenger/30 Days	57,046	50.7%	107
IM/Video Chat: Used FaceTime/30 Days	31,961	28.4%	93
IM/Video Chat: Used Google Meet/30 Days	4,400	3.9%	86
IM/Video Chat: Used Microsoft Teams/30 Days	12,479	11.1%	90
IM/Video Chat: Used Skype/30 Days	3,690	3.3%	84
IM/Video Chat: Used Slack/30 Days	2,643	2.3%	76
IM/Video Chat: Used Snapchat/30 Days	16,996	15.1%	106
IM/Video Chat: Used WhatsApp/30 Days	12,942	11.5%	61
IM/Video Chat: Used Zoom/30 Days	27,186	24.2%	87
Social Media: Follow Friends/Family Very Important	25,658	22.8%	103
Social Media: Meet New Friends Very Important	6,810	6.1%	90
Social Media: Keep in Touch Very Important	46,155	41.0%	101
Social Media: Reconnect w/People Very Important	19,424	17.3%	96
Social Media: Ntwrk w/Prof Contacts Very Important	6,172	5.5%	85
Social Media: Find Mutual Interests Very Important	6,390	5.7%	88
Social Media: Learn About Prods/Svcs Very Important	4,948	4.4%	85
Social Media: Rate/Review Prods/Svcs Very Important	4,098	3.6%	84
Social Media: Find Local Info Very Important	10,939	9.7%	95
Social Media: Find TV/Movie Info Very Important	6,134	5.5%	88
Social Media: Access to VIP Events Very Important	3,436	3.1%	84
Social Media: Get Exclusive Offers Very Important	6,266	5.6%	92
Social Media: Play Games Very Important	7,005	6.2%	101
Social Media: Support Fav Co/Brands Very Important	3,443	3.1%	83
Social Media: Track News/Events Very Important	9,131	8.1%	88
Used Bing Website or Search Engine/30 Days	10,233	9.1%	107
Used Google Website or Search Engine/30 Days	95,732	85.1%	100
Used Yahoo Website or Search Engine/30 Days	18,039	16.0%	99

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Used Indeed Job/Careers Website or App/30 Days	15,498	13.8%	94
Used Zillow Website or App/30 Days	22,355	19.9%	92
Used BuzzFeed Entertainment Website/App/30 Days	4,990	4.4%	94
Used Fandango Entertainment Website/App/30 Days	1,659	1.5%	80
Used ABC News Website or App/30 Days	7,626	6.8%	89
Used BBC News Website or App/30 Days	5,649	5.0%	93
Used CBS News Website or App/30 Days	5,961	5.3%	97
Used CNN Website or App/30 Days	14,649	13.0%	86
Used Fox News Website or App/30 Days	16,289	14.5%	105
Used HuffPost News Website or App/30 Days	3,993	3.5%	93
Used NBC News Website or App/30 Days	6,440	5.7%	99
Used Yahoo! News Website or App/30 Days	9,065	8.1%	96
Used ESPN Sports Website or App/30 Days	17,011	15.1%	93
Used Fox Sports Website or App/30 Days	6,439	5.7%	96
Used MLB Sports Website or App/30 Days	4,262	3.8%	90
Used NBA Sports Website or App/30 Days	2,963	2.6%	75
Used NFL Sports Website or App/30 Days	7,335	6.5%	99
Used PBS Website or App/30 Days	3,381	3.0%	102
Used Telemundo Website or App/30 Days	1,560	1.4%	44
Social Media: Follow Actors/Comedians	27,413	24.4%	93
Social Media: Follow Artists/Photographers	19,150	17.0%	93
Social Media: Follow Charitable Groups	17,099	15.2%	102
Social Media: Follow Chefs/Restaurants	21,375	19.0%	92
Social Media: Follow Companies/Brands	23,861	21.2%	91
Social Media: Follow Gamers	9,148	8.1%	102
Social Media: Follow Hobby-Related Groups	34,407	30.6%	101
Social Media: Follow Local Groups	29,810	26.5%	108
Social Media: Follow Magazines	8,792	7.8%	86
Social Media: Follow Medical/Ailment Groups	9,183	8.2%	101
Social Media: Follow Music Groups	28,296	25.2%	96
Social Media: Follow Newspapers	13,720	12.2%	96
Social Media: Follow Oth Celebrities	15,720	14.0%	90
Social Media: Follow Political Groups	15,457	13.7%	101
Social Media: Follow Politicians	14,012	12.5%	97
Social Media: Follow Religious Groups	17,420	15.5%	108
Social Media: Follow School Groups	19,601	17.4%	103
Social Media: Follow Sports/Athletes	23,627	21.0%	98
Social Media: Follow Travel-Related Groups	14,535	12.9%	89
Social Media: Follow TV Programs/Networks	22,365	19.9%	97

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