

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 HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	72,048	64.0%	102
Bought Women`s Clothing/12 Mo	57,845	51.4%	98
Bought Shoes/12 Mo	84,094	74.8%	99
Bought Fine Jewelry/12 Mo	23,032	20.5%	94
Bought Watch/12 Mo	14,324	12.7%	96
Automobiles (Households)			
HH Owns or Leases Any Vehicle	53,538	92.9%	103
HH Bought or Leased New Vehicle/12 Mo	5,361	9.3%	101
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	103,828	92.3%	103
Bought or Changed Motor Oil/12 Mo	63,320	56.3%	105
Had Vehicle Tune-Up/12 Mo	26,306	23.4%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	42,469	37.8%	101
Drank Beer or Ale/6 Mo	42,838	38.1%	100
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	11,698	10.4%	106
Own Digital SLR Camera or Camcorder	10,952	9.7%	94
Printed Digital Photos/12 Mo	30,367	27.0%	104
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	40,077	35.6%	99
Have a Smartphone	105,535	93.8%	100
Have Android Phone (Any Brand) Smartphone	46,390	41.2%	107
Have Apple iPhone Smartphone	60,784	54.0%	94
HH Owns 1 Cell Phone	19,017	33.0%	110
HH Owns 2 Cell Phones	23,540	40.9%	104
HH Owns 3+ Cell Phones	13,977	24.3%	85
HH Has Cell Phone Only (No Landline Telephone)	42,558	73.9%	103
Computers (Households)			
HH Owns Computer	48,430	84.1%	100
HH Owns Desktop Computer	22,692	39.4%	101
HH Owns Laptop or Notebook	39,487	68.5%	99
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 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

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	76,548	68.0%	104
Bought Brewed Coffee at C-Store/30 Days	14,468	12.9%	103
Bought Cigarettes at C-Store/30 Days	7,974	7.1%	117
Bought Gas at C-Store/30 Days	50,753	45.1%	113
Spent \$1-19 at C-Store/30 Days	7,256	6.4%	95
Spent \$20-39 at C-Store/30 Days	9,420	8.4%	100
Spent \$40-50 at C-Store/30 Days	7,984	7.1%	107
Spent \$51-99 at C-Store/30 Days	7,121	6.3%	112
Spent \$100+ at C-Store/30 Days	29,661	26.4%	112
Entertainment (Adults)			
Attended Movie/6 Mo	46,668	41.5%	94
Went to Live Theater/12 Mo	9,775	8.7%	100
Went to Bar or Night Club/12 Mo	20,361	18.1%	102
Dined Out/12 Mo	63,495	56.4%	101
Gambled at Casino/12 Mo	12,940	11.5%	97
Visited Theme Park/12 Mo	15,386	13.7%	87
Viewed Movie (Video-on-Demand)/30 Days	9,247	8.2%	87
Viewed TV Show (Video-on-Demand)/30 Days	6,963	6.2%	94
Used Internet to Download Movie/30 Days	6,466	5.7%	92
Downloaded Individual Song/6 Mo	20,487	18.2%	93
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
Played (Console) Video or Electronic Game/12 Mo	14,943	13.3%	105
Played (Portable) Video or Electronic Game/12 Mo	7,864	7.0%	101
Financial (Adults)			
Have 1st Home Mortgage	40,763	36.2%	99
Used ATM or Cash Machine/12 Mo	68,799	61.2%	100
Own Any Stock	15,976	14.2%	95
Own U.S. Savings Bonds	8,635	7.7%	104
Own Shares in Mutual Fund (Stocks)	14,771	13.1%	98
Own Shares in Mutual Fund (Bonds)	9,214	8.2%	99
Have Interest Checking Account	46,310	41.2%	106
Have Non-Interest Checking Account	42,977	38.2%	104
Have Savings Account	82,403	73.2%	101
Have 401(k) Retirement Savings Plan	27,400	24.4%	100
Own or Used Any Credit/Debit Card/12 Mo	104,840	93.2%	101
Avg \$1-110 Monthly Credit Card Expenditures	12,907	11.5%	112
Avg \$111-225 Monthly Credit Card Expenditures	7,815	6.9%	101
Avg \$226-450 Monthly Credit Card Expenditures	10,213	9.1%	103
Avg \$451-700 Monthly Credit Card Expenditures	10,549	9.4%	101
Avg \$701-1000 Monthly Credit Card Expenditures	8,801	7.8%	100
Avg \$1001-2000 Monthly Credit Card Expenditures	12,746	11.3%	94
Avg \$2001+ Monthly Credit Card Expenditures	12,361	11.0%	88
Did Banking Online/12 Mo	64,962	57.7%	101
Did Banking by Mobile Device/12 Mo	53,020	47.1%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	54,458	94.5%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	44,489	77.2%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	12,158	21.1%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	33,287	57.8%	98
HH Used Fresh Fruit or Vegetables/6 Mo	50,850	88.3%	99
HH Used Fresh Milk/6 Mo	48,237	83.7%	102
HH Used Organic Food/6 Mo	12,573	21.8%	86
Health (Adults)			
Exercise at Home 2+ Times/Wk	53,170	47.3%	97
Exercise at Club 2+ Times/Wk	12,280	10.9%	93
Visited Doctor/12 Mo	91,638	81.5%	102
Used Vitamins or Dietary Supplements/6 Mo	74,073	65.8%	99
Home (Households)			
HH Did Home Improvement/12 Mo	21,718	37.7%	104
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	19,885	34.5%	99
HH Purchased Low Ticket HH Furnishing/12 Mo	13,275	23.0%	103
HH Purchased Big Ticket HH Furnishing/12 Mo	14,991	26.0%	101
HH Bought Small Kitchen Appliance/12 Mo	14,333	24.9%	100
HH Bought Large Kitchen Appliance/12 Mo	9,474	16.4%	102
Insurance (Adults/Households)			
Currently Carry Life Insurance	60,022	53.4%	104
Personally Carry Any Med/Hosp/Accident Insur	97,858	87.0%	102
Homeowner Carries Home/Personal Property Insurance	72,236	64.2%	106
Renter Carries Home/Pers Property Insurance	13,648	12.1%	95
HH Has 1 Vehicle Covered w/Auto Insurance	18,894	32.8%	102
HH Has 2 Vehicles Covered w/Auto Insurance	18,315	31.8%	101
HH Has 3+ Vehicles Covered w/Auto Insurance	15,782	27.4%	106
Pets (Households)			
HH Owns Any Pet	31,642	54.9%	109
HH Owns Cat	15,896	27.6%	117
HH Owns Dog	23,953	41.6%	108
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	17,210	15.3%	90
Buying American Is Important: 4-Agr Cmpl	36,920	32.8%	113
Buy Based on Quality Not Price: 4-Agr Cmpl	15,625	13.9%	96
Buy on Credit Rather Than Wait: 4-Agr Cmpl	13,460	12.0%	96
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	12,009	10.7%	105
Will Pay More for Env Safe Prods: 4-Agr Cmpl	12,009	10.7%	95
Buy Based on Price Not Brands: 4-Agr Cmpl	31,597	28.1%	105
Reading (Adults)			
Bought Digital Book/12 Mo	20,583	18.3%	100
Bought Hardcover Book/12 Mo	31,144	27.7%	103
Bought Paperback Book/12 Mo	39,863	35.4%	103
Read Daily Newspaper (Paper Version)	12,405	11.0%	102
Read Digital Newspaper/30 Days	63,442	56.4%	96
Read Magazine (Paper/Electronic Vers)/6 Mo	96,590	85.9%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	81,474	72.4%	102
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	26,951	24.0%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	103,137	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	45,326	40.3%	102
Ordered Eat-In Fast Food/6 Mo	33,012	29.3%	102
Ordered Home Delivery Fast Food/6 Mo	13,051	11.6%	90
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	64,433	57.3%	109
Ordered Take-Out/Walk-In Fast Food/6 Mo	24,303	21.6%	95
Television & Electronics (Adults/Households)			
Own Tablet	62,470	55.5%	97
Own E-Reader	17,690	15.7%	100
Own E-Reader/Tablet: Apple iPad	37,238	33.1%	90
HH Owns Internet Connectable TV	24,080	41.8%	102
Own Portable MP3 Player	10,451	9.3%	104
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 Subscribes to Cable TV	17,558	30.5%	99
HH Subscribes to Fiber Optic TV	2,208	3.8%	75
HH Owns Portable GPS Device	12,095	21.0%	113
HH Purchased Video Game System/12 Mo	3,244	5.6%	72
HH Owns Internet Video Device for TV	30,348	52.7%	100
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	66,176	58.8%	101
Took 3+ Domestic Non-Business Trips/12 Mo	19,310	17.2%	105
Spent \$1-999 on Domestic Vacations/12 Mo	14,457	12.9%	105
Spent \$1K-1499 on Domestic Vacations/12 Mo	7,915	7.0%	103
Spent \$1500-1999 on Domestic Vacations/12 Mo	4,892	4.3%	98
Spent \$2K-2999 on Domestic Vacations/12 Mo	6,099	5.4%	104
Spent \$3K+ on Domestic Vacations/12 Mo	10,320	9.2%	95
Used Intrnt Travel Site for Domestic Trip/12 Mo	6,367	5.7%	90
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	27,157	24.1%	80
Took 3+ Foreign Trips by Plane/3 Yrs	4,178	3.7%	68
Spent \$1-999 on Foreign Vacations/12 Mo	5,331	4.7%	85
Spent \$1K-2999 on Foreign Vacations/12 Mo	2,622	2.3%	70
Spent \$3K+ on Foreign Vacations/12 Mo	4,856	4.3%	72
Used General Travel Site: Foreign Trip/3 Yrs	4,676	4.2%	74
Spent Night at Hotel or Motel/12 Mo	57,110	50.8%	100
Took Cruise of More Than One Day/3 Yrs	8,747	7.8%	92
Member of Frequent Flyer Program	26,615	23.7%	85
Member of Hotel Rewards Program	32,606	29.0%	100

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