

Demographic Summary		2024	2029
Population		12,126	12,263
Population 18+		8,734	8,983
Households		4,547	4,606
Median Household Income		\$72,763	\$78,707
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	5,669	64.9%	103
Bought Women`s Clothing/12 Mo	4,492	51.4%	98
Bought Shoes/12 Mo	6,682	76.5%	102
Bought Fine Jewelry/12 Mo	1,710	19.6%	90
Bought Watch/12 Mo	1,048	12.0%	91
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	4,332	95.3%	105
HH Bought or Leased New Vehicle/12 Mo	439	9.7%	104
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	8,243	94.4%	105
Bought or Changed Motor Oil/12 Mo	5,118	58.6%	110
Had Vehicle Tune-Up/12 Mo	2,022	23.2%	96
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	3,237	37.1%	99
Drank Beer or Ale/6 Mo	3,400	38.9%	102
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	923	10.6%	108
Own Digital SLR Camera or Camcorder	941	10.8%	104
Printed Digital Photos/12 Mo	2,429	27.8%	107
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	3,072	35.2%	97
Have a Smartphone	8,191	93.8%	100
Have Android Phone (Any Brand) Smartphone	3,618	41.4%	108
Have Apple iPhone Smartphone	4,675	53.5%	93
HH Owns 1 Cell Phone	1,246	27.4%	91
HH Owns 2 Cell Phones	1,898	41.7%	106
HH Owns 3+ Cell Phones	1,325	29.1%	102
HH Has Cell Phone Only (No Landline Telephone)	3,376	74.2%	103
<b>Computers (Households)</b>			
HH Owns Computer	3,869	85.1%	101
HH Owns Desktop Computer	1,839	40.4%	104
HH Owns Laptop or Notebook	3,143	69.1%	100
HH Owns Apple/Mac Brand Computer	945	20.8%	84
HH Owns PC/Non-Apple Brand Computer	3,345	73.6%	105
HH Purchased Most Recent Home Computer at Store	1,776	39.1%	105
HH Purchased Most Recent Home Computer Online	1,232	27.1%	99
HH Spent \$1-499 on Most Recent Home Computer	730	16.1%	116
HH Spent \$500-999 on Most Recent Home Computer	936	20.6%	109
HH Spent \$1K-1499 on Most Recent Home Computer	507	11.2%	98
HH Spent \$1500-1999 on Most Recent Home Computer	146	3.2%	79
HH Spent \$2K+ on Most Recent Home Computer	243	5.3%	88

**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
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	6,091	69.7%	107
Bought Brewed Coffee at C-Store/30 Days	1,139	13.0%	104
Bought Cigarettes at C-Store/30 Days	589	6.7%	111
Bought Gas at C-Store/30 Days	4,159	47.6%	119
Spent \$1-19 at C-Store/30 Days	594	6.8%	100
Spent \$20-39 at C-Store/30 Days	697	8.0%	96
Spent \$40-50 at C-Store/30 Days	584	6.7%	101
Spent \$51-99 at C-Store/30 Days	565	6.5%	115
Spent \$100+ at C-Store/30 Days	2,495	28.6%	121
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	3,716	42.5%	97
Went to Live Theater/12 Mo	743	8.5%	98
Went to Bar or Night Club/12 Mo	1,630	18.7%	105
Dined Out/12 Mo	5,198	59.5%	106
Gambled at Casino/12 Mo	991	11.3%	95
Visited Theme Park/12 Mo	1,207	13.8%	88
Viewed Movie (Video-on-Demand)/30 Days	748	8.6%	91
Viewed TV Show (Video-on-Demand)/30 Days	514	5.9%	89
Used Internet to Download Movie/30 Days	425	4.9%	78
Downloaded Individual Song/6 Mo	1,579	18.1%	93
Used Internet to Watch Movie/30 Days	2,608	29.9%	87
Used Internet to Watch TV Program/30 Days	1,809	20.7%	92
Played (Console) Video or Electronic Game/12 Mo	1,082	12.4%	98
Played (Portable) Video or Electronic Game/12 Mo	607	6.9%	101
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	3,593	41.1%	113
Used ATM or Cash Machine/12 Mo	5,279	60.4%	98
Own Any Stock	1,246	14.3%	96
Own U.S. Savings Bonds	709	8.1%	110
Own Shares in Mutual Fund (Stocks)	1,249	14.3%	107
Own Shares in Mutual Fund (Bonds)	767	8.8%	106
Have Interest Checking Account	3,755	43.0%	111
Have Non-Interest Checking Account	3,475	39.8%	108
Have Savings Account	6,596	75.5%	104
Have 401(k) Retirement Savings Plan	2,339	26.8%	110
Own or Used Any Credit/Debit Card/12 Mo	8,171	93.6%	101
Avg \$1-110 Monthly Credit Card Expenditures	961	11.0%	108
Avg \$111-225 Monthly Credit Card Expenditures	557	6.4%	92
Avg \$226-450 Monthly Credit Card Expenditures	796	9.1%	104
Avg \$451-700 Monthly Credit Card Expenditures	846	9.7%	104
Avg \$701-1000 Monthly Credit Card Expenditures	698	8.0%	102
Avg \$1001-2000 Monthly Credit Card Expenditures	1,072	12.3%	102
Avg \$2001+ Monthly Credit Card Expenditures	1,029	11.8%	94
Did Banking Online/12 Mo	5,112	58.5%	102
Did Banking by Mobile Device/12 Mo	4,178	47.8%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	4,336	95.4%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	3,584	78.8%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	1,030	22.7%	109
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,602	57.2%	97
HH Used Fresh Fruit or Vegetables/6 Mo	4,044	88.9%	100
HH Used Fresh Milk/6 Mo	3,906	85.9%	105
HH Used Organic Food/6 Mo	937	20.6%	81
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	4,195	48.0%	99
Exercise at Club 2+ Times/Wk	896	10.3%	88
Visited Doctor/12 Mo	7,203	82.5%	103
Used Vitamins or Dietary Supplements/6 Mo	5,800	66.4%	100
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	1,898	41.7%	115
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,670	36.7%	105
HH Purchased Low Ticket HH Furnishing/12 Mo	1,059	23.3%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	1,190	26.2%	101
HH Bought Small Kitchen Appliance/12 Mo	1,103	24.3%	97
HH Bought Large Kitchen Appliance/12 Mo	767	16.9%	105
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	5,060	57.9%	113
Personally Carry Any Med/Hosp/Accident Insur	7,749	88.7%	104
Homeowner Carries Home/Personal Property Insurance	6,209	71.1%	117
Renter Carries Home/Pers Property Insurance	896	10.3%	80
HH Has 1 Vehicle Covered w/Auto Insurance	1,329	29.2%	91
HH Has 2 Vehicles Covered w/Auto Insurance	1,465	32.2%	102
HH Has 3+ Vehicles Covered w/Auto Insurance	1,475	32.4%	125
<b>Pets (Households)</b>			
HH Owns Any Pet	2,729	60.0%	119
HH Owns Cat	1,343	29.5%	126
HH Owns Dog	2,155	47.4%	123
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	1,146	13.1%	77
Buying American Is Important: 4-Agr Cmpl	3,061	35.0%	121
Buy Based on Quality Not Price: 4-Agr Cmpl	1,136	13.0%	90
Buy on Credit Rather Than Wait: 4-Agr Cmpl	980	11.2%	90
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	879	10.1%	99
Will Pay More for Env Safe Prods: 4-Agr Cmpl	787	9.0%	80
Buy Based on Price Not Brands: 4-Agr Cmpl	2,404	27.5%	103
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	1,553	17.8%	97
Bought Hardcover Book/12 Mo	2,337	26.8%	100
Bought Paperback Book/12 Mo	2,945	33.7%	98
Read Daily Newspaper (Paper Version)	947	10.8%	100
Read Digital Newspaper/30 Days	4,576	52.4%	89
Read Magazine (Paper/Electronic Vers)/6 Mo	7,285	83.4%	96

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<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	6,408	73.4%	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	2,114	24.2%	104
Went to Fast Food/Drive-In Restaurant/6 Mo	8,079	92.5%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,481	39.9%	101
Ordered Eat-In Fast Food/6 Mo	2,701	30.9%	107
Ordered Home Delivery Fast Food/6 Mo	921	10.5%	82
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,170	59.2%	112
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,785	20.4%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	4,994	57.2%	100
Own E-Reader	1,273	14.6%	92
Own E-Reader/Tablet: Apple iPad	2,971	34.0%	93
HH Owns Internet Connectable TV	1,967	43.3%	105
Own Portable MP3 Player	857	9.8%	110
HH Owns 1 TV	724	15.9%	86
HH Owns 2 TVs	1,233	27.1%	97
HH Owns 3 TVs	1,039	22.9%	102
HH Owns 4+ TVs	1,224	26.9%	121
HH Subscribes to Cable TV	1,282	28.2%	91
HH Subscribes to Fiber Optic TV	157	3.5%	68
HH Owns Portable GPS Device	1,015	22.3%	120
HH Purchased Video Game System/12 Mo	268	5.9%	76
HH Owns Internet Video Device for TV	2,496	54.9%	104
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	5,289	60.6%	104
Took 3+ Domestic Non-Business Trips/12 Mo	1,493	17.1%	105
Spent \$1-999 on Domestic Vacations/12 Mo	1,112	12.7%	104
Spent \$1K-1499 on Domestic Vacations/12 Mo	596	6.8%	100
Spent \$1500-1999 on Domestic Vacations/12 Mo	409	4.7%	105
Spent \$2K-2999 on Domestic Vacations/12 Mo	555	6.4%	122
Spent \$3K+ on Domestic Vacations/12 Mo	942	10.8%	112
Used Intrnt Travel Site for Domestic Trip/12 Mo	514	5.9%	94
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,111	24.2%	80
Took 3+ Foreign Trips by Plane/3 Yrs	313	3.6%	66
Spent \$1-999 on Foreign Vacations/12 Mo	406	4.6%	83
Spent \$1K-2999 on Foreign Vacations/12 Mo	210	2.4%	72
Spent \$3K+ on Foreign Vacations/12 Mo	409	4.7%	79
Used General Travel Site: Foreign Trip/3 Yrs	357	4.1%	73
Spent Night at Hotel or Motel/12 Mo	4,563	52.2%	103
Took Cruise of More Than One Day/3 Yrs	708	8.1%	96
Member of Frequent Flyer Program	2,099	24.0%	86
Member of Hotel Rewards Program	2,615	29.9%	103

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