

Demographic Summary	2021	2026	
Population	49,911	51,218	
Population 18+	40,516	41,707	
Households	21,268	21,848	
Median Household Income	\$70,721	\$77,512	
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	20,804	51.3%	105
Bought any women's clothing in last 12 months	18,866	46.6%	103
Bought any shoes in last 12 months	22,617	55.8%	104
Bought costume jewelry in last 12 months	6,582	16.2%	101
Bought any fine jewelry in last 12 months	7,441	18.4%	100
Bought a watch in last 12 months	6,080	15.0%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	18,951	89.1%	103
HH bought/leased new vehicle last 12 months	2,098	9.9%	108
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	36,328	89.7%	105
Bought/changed motor oil in last 12 months	18,458	45.6%	100
Had tune-up in last 12 months	10,019	24.7%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	28,478	70.3%	99
Drank non-diet (regular)in last 6 months	15,830	39.1%	93
Drank beer/ale in last 6 months	17,483	43.2%	104
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	3,713	9.2%	114
Own digital SLR camera/camcorder	3,867	9.5%	120
Printed digital photos in last 12 months	10,430	25.7%	117
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	12,920	31.9%	99
Have a smartphone	36,747	90.7%	101
Have a smartphone: Android phone (any brand)	15,296	37.8%	93
Have a smartphone: Apple iPhone	21,214	52.4%	109
Number of cell phones in household: 1	6,711	31.6%	104
Number of cell phones in household: 2	8,465	39.8%	105
Number of cell phones in household: 3+	5,679	26.7%	90
HH has cell phone only (no landline telephone)	13,301	62.5%	97
<b>Computers (Households)</b>			
HH owns a computer	17,132	80.6%	108
HH owns desktop computer	8,060	37.9%	109
HH owns laptop/notebook	13,548	63.7%	108
HH owns any Apple/Mac brand computer	4,565	21.5%	107
HH owns any PC/non-Apple brand computer	13,935	65.5%	108
HH purchased most recent computer in a store	8,144	38.3%	109
HH purchased most recent computer online	3,747	17.6%	112
HH spent \$1-\$499 on most recent home computer	3,355	15.8%	111
HH spent \$500-\$999 on most recent home computer	4,054	19.1%	115
HH spent \$1,000-\$1,499 on most recent home computer	2,369	11.1%	108
HH spent \$1,500-\$1,999 on most recent home computer	1,155	5.4%	110
HH spent \$2,000+ on most recent home computer	994	4.7%	106

**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 2021 and 2026.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	25,303	62.5%	102
Bought brewed coffee at convenience store in last 30 days	5,172	12.8%	102
Bought cigarettes at convenience store in last 30 days	3,513	8.7%	95
Bought gas at convenience store in last 30 days	15,366	37.9%	103
Spent at convenience store in last 30 days: \$1-19	2,983	7.4%	106
Spent at convenience store in last 30 days: \$20-\$39	3,845	9.5%	102
Spent at convenience store in last 30 days: \$40-\$50	3,322	8.2%	101
Spent at convenience store in last 30 days: \$51-\$99	2,006	5.0%	89
Spent at convenience store in last 30 days: \$100+	9,082	22.4%	102
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	24,613	60.7%	102
Went to live theater in last 12 months	6,025	14.9%	120
Went to a bar/night club in last 12 months	8,248	20.4%	115
Dined out in last 12 months	23,372	57.7%	113
Gambled at a casino in last 12 months	5,683	14.0%	106
Visited a theme park in last 12 months	7,268	17.9%	97
Viewed movie (video-on-demand) in last 30 days	7,258	17.9%	120
Viewed TV show (video-on-demand) in last 30 days	4,825	11.9%	117
Watched any pay-per-view TV in last 12 months	3,222	8.0%	107
Downloaded a movie over the Internet in last 30 days	4,478	11.1%	118
Downloaded any individual song in last 6 months	8,585	21.2%	114
Used internet to watch a movie online in the last 30 days	12,965	32.0%	99
Used internet to watch a TV program online in last 30 days	9,192	22.7%	107
Played a video/electronic game (console) in last 12 months	4,042	10.0%	105
Played a video/electronic game (portable) in last 12 months	2,138	5.3%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	15,492	38.2%	117
Used ATM/cash machine in last 12 months	23,606	58.3%	108
Own any stock	4,169	10.3%	124
Own U.S. savings bond	2,388	5.9%	121
Own shares in mutual fund (stock)	4,225	10.4%	129
Own shares in mutual fund (bonds)	2,624	6.5%	124
Have interest checking account	14,366	35.5%	118
Have non-interest checking account	13,050	32.2%	105
Have savings account	26,294	64.9%	109
Have 401K retirement savings plan	8,463	20.9%	119
Own/used any credit/debit card in last 12 months	35,364	87.3%	106
Avg monthly credit card expenditures: \$1-110	4,873	12.0%	106
Avg monthly credit card expenditures: \$111-\$225	3,002	7.4%	101
Avg monthly credit card expenditures: \$226-\$450	3,200	7.9%	108
Avg monthly credit card expenditures: \$451-\$700	3,037	7.5%	110
Avg monthly credit card expenditures: \$701-\$1,000	2,929	7.2%	114
Avg monthly credit card expenditures: \$1001-2000	3,743	9.2%	116
Avg monthly credit card expenditures: \$2001+	3,362	8.3%	122
Did banking online in last 12 months	19,745	48.7%	113
Did banking on mobile device in last 12 months	14,431	35.6%	111
Paid bills online in last 12 months	24,214	59.8%	109

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January 10, 2022

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	14,559	68.5%	101
HH used bread in last 6 months	19,943	93.8%	100
HH used chicken (fresh or frozen) in last 6 months	14,235	66.9%	101
HH used turkey (fresh or frozen) in last 6 months	3,030	14.2%	102
HH used fish/seafood (fresh or frozen) in last 6 months	11,657	54.8%	100
HH used fresh fruit/vegetables in last 6 months	18,224	85.7%	102
HH used fresh milk in last 6 months	17,612	82.8%	100
HH used organic food in last 6 months	5,070	23.8%	99
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	13,160	32.5%	108
Exercise at club 2+ times per week	6,629	16.4%	114
Visited a doctor in last 12 months	32,592	80.4%	104
Used vitamin/dietary supplement in last 6 months	23,078	57.0%	104
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	6,692	31.5%	110
HH used any maid/professional cleaning service in last 12 months	3,526	16.6%	108
HH purchased low ticket HH furnishings in last 12 months	4,104	19.3%	107
HH purchased big ticket HH furnishings in last 12 months	5,328	25.1%	108
HH bought any small kitchen appliance in last 12 months	5,320	25.0%	107
HH bought any large kitchen appliance in last 12 months	3,027	14.2%	106
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	20,426	50.4%	114
Carry medical/hospital/accident insurance	32,506	80.2%	107
Carry homeowner/personal property insurance	22,790	56.2%	115
Carry renter's insurance	3,925	9.7%	105
HH has auto insurance: 1 vehicle in household covered	6,409	30.1%	104
HH has auto insurance: 2 vehicles in household covered	6,417	30.2%	109
HH has auto insurance: 3+ vehicles in household covered	4,949	23.3%	102
<b>Pets (Households)</b>			
Household owns any pet	11,807	55.5%	105
Household owns any cat	5,169	24.3%	105
Household owns any dog	8,752	41.2%	102
<b>Psychographics (Adults)</b>			
Buying American is important to me	15,105	37.3%	103
Usually buy items on credit rather than wait	5,876	14.5%	106
Usually buy based on quality - not price	7,745	19.1%	102
Price is usually more important than brand name	11,693	28.9%	99
Usually use coupons for brands I buy often	6,564	16.2%	103
Am interested in how to help the environment	8,309	20.5%	98
Usually pay more for environ safe product	6,313	15.6%	104
Usually value green products over convenience	4,457	11.0%	95
Likely to buy a brand that supports a charity	14,794	36.5%	103
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	6,608	16.3%	115
Bought hardcover book in last 12 months	9,547	23.6%	114
Bought paperback book in last 12 month	12,783	31.6%	111
Read any daily newspaper (paper version)	7,161	17.7%	120
Read any digital newspaper in last 30 days	20,221	49.9%	112
Read any magazine (paper/electronic version) in last 6 months	37,679	93.0%	103

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	30,460	75.2%	104
Went to family restaurant/steak house: 4+ times a month	10,706	26.4%	107
Went to fast food/drive-in restaurant in last 6 months	36,912	91.1%	101
Went to fast food/drive-in restaurant 9+ times/month	15,183	37.5%	98
Fast food restaurant last 6 months: eat in	13,767	34.0%	105
Fast food restaurant last 6 months: home delivery	3,531	8.7%	98
Fast food restaurant last 6 months: take-out/drive-thru	20,684	51.1%	107
Fast food restaurant last 6 months: take-out/walk-in	8,704	21.5%	105
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	22,469	55.5%	108
Own any e-reader	4,961	12.2%	119
Own e-reader/tablet: iPad	14,402	35.5%	116
HH has Internet connectable TV	8,313	39.1%	107
Own any portable MP3 player	6,518	16.1%	111
HH owns 1 TV	4,304	20.2%	96
HH owns 2 TVs	5,942	27.9%	105
HH owns 3 TVs	4,625	21.7%	103
HH owns 4+ TVs	3,836	18.0%	103
HH subscribes to cable TV	9,554	44.9%	113
HH subscribes to fiber optic	1,296	6.1%	104
HH owns portable GPS navigation device	4,413	20.7%	108
HH purchased video game system in last 12 months	1,547	7.3%	89
HH owns any Internet video device for TV	7,470	35.1%	105
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	24,231	59.8%	112
Took 3+ domestic non-business trips in last 12 months	6,194	15.3%	120
Spent on domestic vacations in last 12 months: \$1-999	4,893	12.1%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,718	6.7%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,772	4.4%	109
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,203	5.4%	125
Spent on domestic vacations in last 12 months: \$3,000+	3,537	8.7%	123
Domestic travel in last 12 months: used general travel website	3,043	7.5%	112
Took foreign trip (including Alaska and Hawaii) in last 3 years	12,956	32.0%	105
Took 3+ foreign trips by plane in last 3 years	2,838	7.0%	105
Spent on foreign vacations in last 12 months: \$1-999	2,373	5.9%	108
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,686	4.2%	93
Spent on foreign vacations in last 12 months: \$3,000+	3,334	8.2%	115
Foreign travel in last 3 years: used general travel website	2,649	6.5%	104
Nights spent in hotel/motel in last 12 months: any	21,152	52.2%	112
Took cruise of more than one day in last 3 years	4,213	10.4%	107
Member of any frequent flyer program	10,091	24.9%	121
Member of any hotel rewards program	10,259	25.3%	119

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