



Demographic Summary		2020	2025
Population		224,818	225,623
Population 18+		171,464	171,432
Households		88,783	89,381
Median Household Income		\$54,040	\$56,546

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	87,119	50.8%	105
Bought any women's clothing in last 12 months	77,781	45.4%	103
Bought clothing for child <13 years in last 6 months	41,786	24.4%	93
Bought any shoes in last 12 months	94,735	55.3%	105
Bought costume jewelry in last 12 months	24,583	14.3%	84
Bought any fine jewelry in last 12 months	28,125	16.4%	91
Bought a watch in last 12 months	25,308	14.8%	96
Automobiles (Households)			
HH owns/leases any vehicle	78,920	88.9%	104
HH bought/leased new vehicle last 12 months	7,356	8.3%	87
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	149,466	87.2%	102
Bought/changed motor oil in last 12 months	88,562	51.7%	111
Had tune-up in last 12 months	38,636	22.5%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	113,370	66.1%	92
Drank regular cola in last 6 months	77,729	45.3%	104
Drank beer/ale in last 6 months	70,580	41.2%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	16,964	9.9%	117
Own digital SLR camera/camcorder	10,704	6.2%	82
Printed digital photos in last 12 months	36,871	21.5%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	58,008	33.8%	101
Have a smartphone	135,738	79.2%	91
Have a smartphone: Android phone (any brand)	73,292	42.7%	104
Have a smartphone: Apple iPhone	58,411	34.1%	76
Number of cell phones in household: 1	28,010	31.5%	104
Number of cell phones in household: 2	35,301	39.8%	104
Number of cell phones in household: 3+	22,109	24.9%	86
HH has cell phone only (no landline telephone)	50,758	57.2%	95
Computers (Households)			
HH owns a computer	59,931	67.5%	92
HH owns desktop computer	28,010	31.5%	90
HH owns laptop/notebook	45,790	51.6%	90
HH owns any Apple/Mac brand computer	11,383	12.8%	67
HH owns any PC/non-Apple brand computer	52,474	59.1%	98
HH purchased most recent computer in a store	32,203	36.3%	103
HH purchased most recent computer online	9,972	11.2%	80
HH spent \$1-\$499 on most recent home computer	15,517	17.5%	119
HH spent \$500-\$999 on most recent home computer	13,995	15.8%	98
HH spent \$1,000-\$1,499 on most recent home computer	7,599	8.6%	88
HH spent \$1,500-\$1,999 on most recent home computer	2,947	3.3%	75
HH spent \$2,000+ on most recent home computer	2,424	2.7%	67

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.



Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	112,730	65.7%	105
Bought brewed coffee at convenience store in last 30 days	24,410	14.2%	107
Bought cigarettes at convenience store in last 30 days	21,900	12.8%	122
Bought gas at convenience store in last 30 days	76,707	44.7%	120
Spent at convenience store in last 30 days: \$1-19	9,989	5.8%	86
Spent at convenience store in last 30 days: \$20-\$39	14,337	8.4%	90
Spent at convenience store in last 30 days: \$40-\$50	13,751	8.0%	101
Spent at convenience store in last 30 days: \$51-\$99	10,782	6.3%	116
Spent at convenience store in last 30 days: \$100+	47,184	27.5%	121
Entertainment (Adults)			
Attended a movie in last 6 months	85,803	50.0%	85
Went to live theater in last 12 months	13,551	7.9%	69
Went to a bar/night club in last 12 months	25,587	14.9%	88
Dined out in last 12 months	87,741	51.2%	101
Gambled at a casino in last 12 months	21,292	12.4%	91
Visited a theme park in last 12 months	21,816	12.7%	68
Viewed movie (video-on-demand) in last 30 days	19,505	11.4%	69
Viewed TV show (video-on-demand) in last 30 days	13,098	7.6%	66
Watched any pay-per-view TV in last 12 months	12,556	7.3%	83
Downloaded a movie over the Internet in last 30 days	11,657	6.8%	68
Downloaded any individual song in last 6 months	26,754	15.6%	83
Watched a movie online in the last 30 days	40,626	23.7%	79
Watched a TV program online in last 30 days	27,935	16.3%	80
Played a video/electronic game (console) in last 12 months	13,043	7.6%	84
Played a video/electronic game (portable) in last 12 months	6,461	3.8%	88
Financial (Adults)			
Have home mortgage (1st)	47,882	27.9%	91
Used ATM/cash machine in last 12 months	80,747	47.1%	90
Own any stock	12,257	7.1%	102
Own U.S. savings bond	7,435	4.3%	103
Own shares in mutual fund (stock)	13,549	7.9%	111
Own shares in mutual fund (bonds)	8,212	4.8%	101
Have interest checking account	53,654	31.3%	110
Have non-interest checking account	55,532	32.4%	112
Have savings account	93,559	54.6%	96
Have 401K retirement savings plan	26,361	15.4%	96
Own/used any credit/debit card in last 12 months	136,480	79.6%	99
Avg monthly credit card expenditures: \$1-110	23,449	13.7%	121
Avg monthly credit card expenditures: \$111-\$225	12,072	7.0%	97
Avg monthly credit card expenditures: \$226-\$450	10,849	6.3%	92
Avg monthly credit card expenditures: \$451-\$700	10,854	6.3%	102
Avg monthly credit card expenditures: \$701-\$1,000	9,411	5.5%	94
Avg monthly credit card expenditures: \$1,001+	16,487	9.6%	79
Did banking online in last 12 months	58,001	33.8%	86
Did banking on mobile device in last 12 months	39,546	23.1%	81
Paid bills online in last 12 months	76,495	44.6%	87

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	64,561	72.7%	107
HH used bread in last 6 months	83,578	94.1%	101
HH used chicken (fresh or frozen) in last 6 months	58,916	66.4%	97
HH used turkey (fresh or frozen) in last 6 months	13,838	15.6%	104
HH used fish/seafood (fresh or frozen) in last 6 months	46,446	52.3%	95
HH used fresh fruit/vegetables in last 6 months	75,032	84.5%	101
HH used fresh milk in last 6 months	79,089	89.1%	105
HH used organic food in last 6 months	13,932	15.7%	65
Health (Adults)			
Exercise at home 2+ times per week	47,080	27.5%	100
Exercise at club 2+ times per week	15,565	9.1%	64
Visited a doctor in last 12 months	132,974	77.6%	102
Used vitamin/dietary supplement in last 6 months	90,367	52.7%	98
Home (Households)			
HH did any home improvement in last 12 months	24,989	28.1%	103
HH used any maid/professional cleaning service in last 12 months	9,812	11.1%	74
HH purchased low ticket HH furnishings in last 12 months	13,357	15.0%	86
HH purchased big ticket HH furnishings in last 12 months	18,694	21.1%	93
HH bought any small kitchen appliance in last 12 months	18,052	20.3%	90
HH bought any large kitchen appliance in last 12 months	11,625	13.1%	99
Insurance (Adults/Households)			
Currently carry life insurance	78,884	46.0%	106
Carry medical/hospital/accident insurance	131,331	76.6%	103
Carry homeowner insurance	92,939	54.2%	117
Carry renter's insurance	13,605	7.9%	91
HH has auto insurance: 1 vehicle in household covered	24,610	27.7%	91
HH has auto insurance: 2 vehicles in household covered	21,854	24.6%	89
HH has auto insurance: 3+ vehicles in household covered	28,172	31.7%	141
Pets (Households)			
Household owns any pet	55,913	63.0%	117
Household owns any cat	29,080	32.8%	144
Household owns any dog	44,057	49.6%	121
Psychographics (Adults)			
Buying American is important to me	76,873	44.8%	122
Usually buy items on credit rather than wait	18,601	10.8%	80
Usually buy based on quality - not price	29,590	17.3%	94
Price is usually more important than brand name	50,446	29.4%	105
Usually use coupons for brands I buy often	27,016	15.8%	99
Am interested in how to help the environment	28,243	16.5%	83
Usually pay more for environ safe product	22,133	12.9%	87
Usually value green products over convenience	15,339	8.9%	79
Likely to buy a brand that supports a charity	61,279	35.7%	100
Reading (Adults)			
Bought digital book in last 12 months	19,085	11.1%	85
Bought hardcover book in last 12 months	30,923	18.0%	90
Bought paperback book in last 12 month	43,758	25.5%	91
Read any daily newspaper (paper version)	34,590	20.2%	127
Read any digital newspaper in last 30 days	60,576	35.3%	86
Read any magazine (paper/electronic version) in last 6 months	154,235	90.0%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	123,944	72.3%	98
Went to family restaurant/steak house: 4+ times a month	41,529	24.2%	93
Went to fast food/drive-in restaurant in last 6 months	158,492	92.4%	102
Went to fast food/drive-in restaurant 9+ times/month	65,275	38.1%	98
Fast food restaurant last 6 months: eat in	69,638	40.6%	113
Fast food restaurant last 6 months: home delivery	11,418	6.7%	79
Fast food restaurant last 6 months: take-out/drive-thru	81,406	47.5%	104
Fast food restaurant last 6 months: take-out/walk-in	30,119	17.6%	85
Television & Electronics (Adults/Households)			
Own any tablet	77,713	45.3%	90
Own any e-reader	13,142	7.7%	79
Own e-reader/tablet: iPad	37,645	22.0%	75
HH has Internet connectable TV	26,677	30.0%	95
Own any portable MP3 player	24,585	14.3%	90
HH owns 1 TV	17,053	19.2%	90
HH owns 2 TVs	23,430	26.4%	100
HH owns 3 TVs	19,643	22.1%	105
HH owns 4+ TVs	16,080	18.1%	108
HH subscribes to cable TV	27,840	31.4%	76
HH subscribes to fiber optic	3,161	3.6%	55
HH owns portable GPS navigation device	22,243	25.1%	123
HH purchased video game system in last 12 months	4,591	5.2%	61
HH owns any Internet video device for TV	19,403	21.9%	79
Travel (Adults)			
Took domestic trip in continental US last 12 months	85,523	49.9%	95
Took 3+ domestic non-business trips in last 12 months	16,174	9.4%	79
Spent on domestic vacations in last 12 months: \$1-999	17,599	10.3%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9,088	5.3%	85
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,207	3.0%	79
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,454	3.2%	72
Spent on domestic vacations in last 12 months: \$3,000+	7,699	4.5%	70
Domestic travel in last 12 months: used general travel website	8,209	4.8%	72
Took foreign trip (including Alaska and Hawaii) in last 3 years	35,382	20.6%	71
Took 3+ foreign trips by plane in last 3 years	5,932	3.5%	59
Spent on foreign vacations in last 12 months: \$1-999	5,363	3.1%	63
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,233	3.1%	71
Spent on foreign vacations in last 12 months: \$3,000+	6,829	4.0%	60
Foreign travel in last 3 years: used general travel website	5,690	3.3%	57
Nights spent in hotel/motel in last 12 months: any	75,088	43.8%	97
Took cruise of more than one day in last 3 years	10,990	6.4%	70
Member of any frequent flyer program	20,495	12.0%	65
Member of any hotel rewards program	28,496	16.6%	87

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