

Demographic Summary		2024	2029
Population		158,711	154,839
Population 18+		117,801	117,540
Households		48,768	48,730
Median Household Income		\$34,240	\$40,519

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	72,563	61.6%	98
Bought Women`s Clothing/12 Mo	63,104	53.6%	103
Bought Shoes/12 Mo	87,283	74.1%	99
Bought Fine Jewelry/12 Mo	27,431	23.3%	107
Bought Watch/12 Mo	18,490	15.7%	118
Automobiles (Households)			
HH Owns or Leases Any Vehicle	44,148	90.5%	100
HH Bought or Leased New Vehicle/12 Mo	4,101	8.4%	91
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	107,247	91.0%	101
Bought or Changed Motor Oil/12 Mo	71,284	60.5%	113
Had Vehicle Tune-Up/12 Mo	27,615	23.4%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	57,296	48.6%	130
Drank Beer or Ale/6 Mo	36,188	30.7%	80
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	8,927	7.6%	77
Own Digital SLR Camera or Camcorder	7,628	6.5%	62
Printed Digital Photos/12 Mo	25,268	21.4%	82
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	48,260	41.0%	113
Have a Smartphone	108,774	92.3%	98
Have Android Phone (Any Brand) Smartphone	53,996	45.8%	119
Have Apple iPhone Smartphone	56,761	48.2%	84
HH Owns 1 Cell Phone	13,774	28.2%	94
HH Owns 2 Cell Phones	18,716	38.4%	97
HH Owns 3+ Cell Phones	14,317	29.4%	103
HH Has Cell Phone Only (No Landline Telephone)	33,561	68.8%	95
Computers (Households)			
HH Owns Computer	35,147	72.1%	86
HH Owns Desktop Computer	15,917	32.6%	84
HH Owns Laptop or Notebook	28,627	58.7%	85
HH Owns Apple/Mac Brand Computer	7,242	14.8%	60
HH Owns PC/Non-Apple Brand Computer	31,461	64.5%	92
HH Purchased Most Recent Home Computer at Store	15,171	31.1%	84
HH Purchased Most Recent Home Computer Online	10,980	22.5%	82
HH Spent \$1-499 on Most Recent Home Computer	7,117	14.6%	106
HH Spent \$500-999 on Most Recent Home Computer	7,201	14.8%	78
HH Spent \$1K-1499 on Most Recent Home Computer	3,391	7.0%	61
HH Spent \$1500-1999 on Most Recent Home Computer	1,269	2.6%	64
HH Spent \$2K+ on Most Recent Home Computer	1,744	3.6%	59

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	86,053	73.0%	112
Bought Brewed Coffee at C-Store/30 Days	16,092	13.7%	109
Bought Cigarettes at C-Store/30 Days	11,606	9.9%	162
Bought Gas at C-Store/30 Days	59,154	50.2%	125
Spent \$1-19 at C-Store/30 Days	6,525	5.5%	82
Spent \$20-39 at C-Store/30 Days	9,023	7.7%	92
Spent \$40-50 at C-Store/30 Days	7,871	6.7%	100
Spent \$51-99 at C-Store/30 Days	6,510	5.5%	98
Spent \$100+ at C-Store/30 Days	39,417	33.5%	142
Entertainment (Adults)			
Attended Movie/6 Mo	44,046	37.4%	85
Went to Live Theater/12 Mo	5,344	4.5%	52
Went to Bar or Night Club/12 Mo	13,001	11.0%	62
Dined Out/12 Mo	56,759	48.2%	86
Gambled at Casino/12 Mo	13,156	11.2%	94
Visited Theme Park/12 Mo	17,093	14.5%	92
Viewed Movie (Video-on-Demand)/30 Days	8,461	7.2%	76
Viewed TV Show (Video-on-Demand)/30 Days	4,327	3.7%	56
Used Internet to Download Movie/30 Days	5,266	4.5%	72
Downloaded Individual Song/6 Mo	22,410	19.0%	98
Used Internet to Watch Movie/30 Days	33,332	28.3%	83
Used Internet to Watch TV Program/30 Days	20,064	17.0%	76
Played (Console) Video or Electronic Game/12 Mo	14,279	12.1%	96
Played (Portable) Video or Electronic Game/12 Mo	9,340	7.9%	115
Financial (Adults)			
Have 1st Home Mortgage	34,020	28.9%	79
Used ATM or Cash Machine/12 Mo	69,273	58.8%	96
Own Any Stock	9,389	8.0%	54
Own U.S. Savings Bonds	5,194	4.4%	60
Own Shares in Mutual Fund (Stocks)	9,370	8.0%	59
Own Shares in Mutual Fund (Bonds)	5,674	4.8%	58
Have Interest Checking Account	36,686	31.1%	80
Have Non-Interest Checking Account	44,920	38.1%	103
Have Savings Account	73,204	62.1%	86
Have 401(k) Retirement Savings Plan	19,935	16.9%	69
Own or Used Any Credit/Debit Card/12 Mo	106,023	90.0%	97
Avg \$1-110 Monthly Credit Card Expenditures	14,274	12.1%	118
Avg \$111-225 Monthly Credit Card Expenditures	11,991	10.2%	148
Avg \$226-450 Monthly Credit Card Expenditures	10,171	8.6%	98
Avg \$451-700 Monthly Credit Card Expenditures	8,432	7.2%	77
Avg \$701-1000 Monthly Credit Card Expenditures	5,423	4.6%	59
Avg \$1001-2000 Monthly Credit Card Expenditures	8,206	7.0%	58
Avg \$2001+ Monthly Credit Card Expenditures	7,040	6.0%	48
Did Banking Online/12 Mo	56,168	47.7%	83
Did Banking by Mobile Device/12 Mo	49,241	41.8%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	46,138	94.6%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	37,927	77.8%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	9,084	18.6%	90
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	28,760	59.0%	100
HH Used Fresh Fruit or Vegetables/6 Mo	42,393	86.9%	98
HH Used Fresh Milk/6 Mo	41,309	84.7%	103
HH Used Organic Food/6 Mo	8,795	18.0%	71
Health (Adults)			
Exercise at Home 2+ Times/Wk	45,780	38.9%	80
Exercise at Club 2+ Times/Wk	8,637	7.3%	63
Visited Doctor/12 Mo	88,677	75.3%	94
Used Vitamins or Dietary Supplements/6 Mo	75,124	63.8%	96
Home (Households)			
HH Did Home Improvement/12 Mo	17,232	35.3%	97
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	12,803	26.3%	75
HH Purchased Low Ticket HH Furnishing/12 Mo	9,709	19.9%	89
HH Purchased Big Ticket HH Furnishing/12 Mo	12,063	24.7%	96
HH Bought Small Kitchen Appliance/12 Mo	12,641	25.9%	104
HH Bought Large Kitchen Appliance/12 Mo	7,230	14.8%	92
Insurance (Adults/Households)			
Currently Carry Life Insurance	56,786	48.2%	94
Personally Carry Any Med/Hosp/Accident Insur	94,464	80.2%	94
Homeowner Carries Home/Personal Property Insurance	66,720	56.6%	94
Renter Carries Home/Pers Property Insurance	12,135	10.3%	80
HH Has 1 Vehicle Covered w/Auto Insurance	15,779	32.4%	101
HH Has 2 Vehicles Covered w/Auto Insurance	14,407	29.5%	94
HH Has 3+ Vehicles Covered w/Auto Insurance	13,924	28.6%	110
Pets (Households)			
HH Owns Any Pet	28,048	57.5%	114
HH Owns Cat	13,937	28.6%	122
HH Owns Dog	23,751	48.7%	126
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	19,323	16.4%	96
Buying American Is Important: 4-Agr Cmpl	43,367	36.8%	127
Buy Based on Quality Not Price: 4-Agr Cmpl	15,909	13.5%	93
Buy on Credit Rather Than Wait: 4-Agr Cmpl	16,047	13.6%	110
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	11,467	9.7%	96
Will Pay More for Env Safe Prods: 4-Agr Cmpl	10,948	9.3%	83
Buy Based on Price Not Brands: 4-Agr Cmpl	35,745	30.3%	114
Reading (Adults)			
Bought Digital Book/12 Mo	17,567	14.9%	82
Bought Hardcover Book/12 Mo	29,004	24.6%	92
Bought Paperback Book/12 Mo	36,028	30.6%	89
Read Daily Newspaper (Paper Version)	12,839	10.9%	101
Read Digital Newspaper/30 Days	60,059	51.0%	87
Read Magazine (Paper/Electronic Vers)/6 Mo	97,889	83.1%	95

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	85,895	72.9%	102
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	28,944	24.6%	105
Went to Fast Food/Drive-In Restaurant/6 Mo	108,523	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	52,706	44.7%	113
Ordered Eat-In Fast Food/6 Mo	37,944	32.2%	112
Ordered Home Delivery Fast Food/6 Mo	14,633	12.4%	96
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	67,367	57.2%	108
Ordered Take-Out/Walk-In Fast Food/6 Mo	18,664	15.8%	70
Television & Electronics (Adults/Households)			
Own Tablet	58,031	49.3%	86
Own E-Reader	13,058	11.1%	70
Own E-Reader/Tablet: Apple iPad	30,942	26.3%	72
HH Owns Internet Connectable TV	18,021	37.0%	90
Own Portable MP3 Player	9,564	8.1%	91
HH Owns 1 TV	7,488	15.4%	83
HH Owns 2 TVs	11,932	24.5%	88
HH Owns 3 TVs	13,171	27.0%	121
HH Owns 4+ TVs	10,781	22.1%	100
HH Subscribes to Cable TV	9,747	20.0%	65
HH Subscribes to Fiber Optic TV	997	2.0%	40
HH Owns Portable GPS Device	8,909	18.3%	99
HH Purchased Video Game System/12 Mo	2,954	6.1%	78
HH Owns Internet Video Device for TV	22,367	45.9%	87
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	57,812	49.1%	84
Took 3+ Domestic Non-Business Trips/12 Mo	15,636	13.3%	81
Spent \$1-999 on Domestic Vacations/12 Mo	13,864	11.8%	96
Spent \$1K-1499 on Domestic Vacations/12 Mo	6,561	5.6%	81
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,713	2.3%	52
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,799	4.1%	78
Spent \$3K+ on Domestic Vacations/12 Mo	6,716	5.7%	59
Used Intrnt Travel Site for Domestic Trip/12 Mo	5,028	4.3%	68
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	23,961	20.3%	67
Took 3+ Foreign Trips by Plane/3 Yrs	2,696	2.3%	42
Spent \$1-999 on Foreign Vacations/12 Mo	4,311	3.7%	66
Spent \$1K-2999 on Foreign Vacations/12 Mo	2,843	2.4%	72
Spent \$3K+ on Foreign Vacations/12 Mo	3,654	3.1%	52
Used General Travel Site: Foreign Trip/3 Yrs	3,671	3.1%	56
Spent Night at Hotel or Motel/12 Mo	52,067	44.2%	87
Took Cruise of More Than One Day/3 Yrs	6,980	5.9%	70
Member of Frequent Flyer Program	15,061	12.8%	46
Member of Hotel Rewards Program	25,151	21.4%	73

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