

Demographic Summary	2025	2030
Population	85,883	90,628
Population 18+	80,374	84,826
Households	52,380	56,302
Median Household Income	\$138,427	\$147,664

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	51,553	64.1%	101
Bought Women`s Clothing/12 Mo	38,675	48.1%	92
Bought Shoes/12 Mo	63,106	78.5%	104
Bought Fine Jewelry/12 Mo	18,998	23.6%	108
Bought Watch/12 Mo	10,461	13.0%	101
Automobiles (Households)			
HH Owns or Leases Any Vehicle	40,396	77.1%	86
HH Bought or Leased New Vehicle/12 Mo	3,511	6.7%	79
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	63,875	79.5%	89
Bought or Changed Motor Oil/12 Mo	34,247	42.6%	79
Had Vehicle Tune-Up/12 Mo	17,746	22.1%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	28,028	34.9%	91
Drank Beer or Ale/6 Mo	33,196	41.3%	111
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	5,803	7.2%	85
Own Digital SLR Camera or Camcorder	8,733	10.9%	112
Printed Digital Photos/12 Mo	21,688	27.0%	108
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	28,955	36.0%	104
Have a Smartphone	76,682	95.4%	101
Have Android Phone (Any Brand) Smartphone	20,559	25.6%	68
Have Apple iPhone Smartphone	57,556	71.6%	122
HH Owns 1 Cell Phone	25,352	48.4%	161
HH Owns 2 Cell Phones	17,837	34.0%	88
HH Owns 3+ Cell Phones	7,787	14.9%	52
HH Has Cell Phone Only (No Landline Telephone)	44,730	85.4%	113
Computers (Households)			
HH Owns Computer	46,771	89.3%	108
HH Owns Desktop Computer	17,150	32.7%	88
HH Owns Laptop or Notebook	40,110	76.6%	111
HH Owns Apple/Mac Brand Computer	18,994	36.3%	145
HH Owns PC/Non-Apple Brand Computer	34,687	66.2%	96
HH Purchased Most Recent Home Computer at Store	18,131	34.6%	99
HH Purchased Most Recent Home Computer Online	17,574	33.5%	124
HH Spent \$1-499 on Most Recent Home Computer	5,167	9.9%	76
HH Spent \$500-999 on Most Recent Home Computer	8,992	17.2%	97
HH Spent \$1K-1499 on Most Recent Home Computer	8,443	16.1%	145
HH Spent \$1500-1999 on Most Recent Home Computer	3,498	6.7%	164
HH Spent \$2K+ on Most Recent Home Computer	5,070	9.7%	153

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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	51,486	64.1%	97
Bought Brewed Coffee at C-Store/30 Days	7,969	9.9%	79
Bought Cigarettes at C-Store/30 Days	2,920	3.6%	64
Bought Gas at C-Store/30 Days	26,807	33.4%	81
Spent \$1-19 at C-Store/30 Days	6,309	7.8%	124
Spent \$20-39 at C-Store/30 Days	6,440	8.0%	99
Spent \$40-50 at C-Store/30 Days	5,221	6.5%	103
Spent \$51-99 at C-Store/30 Days	3,788	4.7%	88
Spent \$100+ at C-Store/30 Days	15,790	19.6%	80
Entertainment (Adults)			
Attended Movie/6 Mo	50,315	62.6%	118
Went to Live Theater/12 Mo	12,136	15.1%	130
Went to Bar or Night Club/12 Mo	23,204	28.9%	149
Dined Out/12 Mo	48,271	60.1%	107
Gambled at Casino/12 Mo	9,989	12.4%	97
Visited Theme Park/12 Mo	17,624	21.9%	116
Viewed Movie (Video-on-Demand)/30 Days	5,322	6.6%	81
Viewed TV Show (Video-on-Demand)/30 Days	3,101	3.9%	70
Used Internet to Download Movie/30 Days	8,570	10.7%	158
Downloaded Individual Song/6 Mo	16,224	20.2%	111
Used Internet to Watch Movie/30 Days	41,131	51.2%	145
Used Internet to Watch TV Program/30 Days	27,843	34.6%	153
Played (Console) Video or Electronic Game/12 Mo	14,669	18.3%	143
Played (Portable) Video or Electronic Game/12 Mo	8,605	10.7%	147
Financial (Adults)			
Have 1st Home Mortgage	24,775	30.8%	87
Used ATM or Cash Machine/12 Mo	52,851	65.8%	108
Own Any Stock	14,514	18.1%	132
Own U.S. Savings Bonds	7,138	8.9%	119
Own Shares in Mutual Fund (Stocks)	11,884	14.8%	123
Own Shares in Mutual Fund (Bonds)	6,699	8.3%	109
Have Interest Checking Account	31,967	39.8%	106
Have Non-Interest Checking Account	28,418	35.4%	97
Have Savings Account	62,324	77.5%	108
Have 401(k) Retirement Savings Plan	24,366	30.3%	125
Own or Used Any Credit/Debit Card/12 Mo	76,492	95.2%	103
Avg \$1-110 Monthly Credit Card Expenditures	16,560	20.6%	105
Avg \$111-225 Monthly Credit Card Expenditures	10,008	12.4%	102
Avg \$226-450 Monthly Credit Card Expenditures	6,697	8.3%	99
Avg \$451-700 Monthly Credit Card Expenditures	7,510	9.3%	107
Avg \$701-1000 Monthly Credit Card Expenditures	7,446	9.3%	119
Avg \$1001-2000 Monthly Credit Card Expenditures	11,797	14.7%	127
Avg \$2001+ Monthly Credit Card Expenditures	14,336	17.8%	133
Did Banking Online/12 Mo	50,355	62.6%	113
Did Banking by Mobile Device/12 Mo	49,110	61.1%	125

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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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	46,854	89.5%	95
HH Used Chicken (Fresh or Frozen)/6 Mo	36,360	69.4%	91
HH Used Turkey (Fresh or Frozen)/6 Mo	8,542	16.3%	81
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	26,898	51.4%	90
HH Used Fresh Fruit or Vegetables/6 Mo	46,839	89.4%	99
HH Used Fresh Milk/6 Mo	37,004	70.7%	86
HH Used Organic Food/6 Mo	17,022	32.5%	131
Health (Adults)			
Exercise at Home 2+ Times/Wk	40,580	50.5%	110
Exercise at Club 2+ Times/Wk	16,059	20.0%	150
Visited Doctor/12 Mo	63,201	78.6%	99
Used Vitamins or Dietary Supplements/6 Mo	49,448	61.5%	94
Home (Households)			
HH Did Home Improvement/12 Mo	11,733	22.4%	66
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	15,874	30.3%	89
HH Purchased Low Ticket HH Furnishing/12 Mo	11,831	22.6%	108
HH Purchased Big Ticket HH Furnishing/12 Mo	14,219	27.1%	114
HH Bought Small Kitchen Appliance/12 Mo	12,715	24.3%	106
HH Purchased Large Appliance/12 Mo	7,215	13.8%	77
Insurance (Adults/Households)			
Currently Carry Life Insurance	40,105	49.9%	99
Personally Carry Any Med/Hosp/Accident Insur	70,079	87.2%	103
Homeowner Carries Home/Personal Property Insurance	34,374	42.8%	73
Renter Carries Home/Pers Property Insurance	21,265	26.5%	198
HH Has 1 Vehicle Covered w/Auto Insurance	19,736	37.7%	117
HH Has 2 Vehicles Covered w/Auto Insurance	13,842	26.4%	86
HH Has 3+ Vehicles Covered w/Auto Insurance	8,621	16.5%	65
Pets (Households)			
HH Owns Any Pet	17,876	34.1%	66
HH Owns Cat	8,502	16.2%	68
HH Owns Dog	10,439	19.9%	52
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	16,470	20.5%	128
Buying American Is Important: 4-Agr Cmpl	14,634	18.2%	67
Buy Based on Quality Not Price: 4-Agr Cmpl	12,354	15.4%	108
Buy on Credit Rather Than Wait: 4-Agr Cmpl	10,271	12.8%	104
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	6,052	7.5%	76
Will Pay More for Env Safe Prods: 4-Agr Cmpl	11,895	14.8%	136
Buy Based on Price Not Brands: 4-Agr Cmpl	18,761	23.3%	85
Reading (Adults)			
Bought Digital Book/12 Mo	17,134	21.3%	120
Bought Hardcover Book/12 Mo	25,673	31.9%	124
Bought Paperback Book/12 Mo	32,678	40.7%	120
Read Daily Newspaper (Paper Version)	3,930	4.9%	70
Read Digital Newspaper/30 Days	61,518	76.5%	140
Read Magazine (Paper/Electronic Vers)/6 Mo	74,767	93.0%	107

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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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	55,069	68.5%	94
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	16,108	20.0%	82
Went to Fast Food/Drive-In Restaurant/6 Mo	73,221	91.1%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	30,214	37.6%	95
Ordered Eat-In Fast Food/6 Mo	25,265	31.4%	95
Ordered Home Delivery Fast Food/6 Mo	14,093	17.5%	143
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	36,207	45.0%	92
Ordered Take-Out/Walk-In Fast Food/6 Mo	22,004	27.4%	120
Television & Electronics (Adults/Households)			
Own Tablet	41,460	51.6%	92
Own E-Reader	16,842	20.9%	128
Own E-Reader/Tablet: Apple iPad	31,821	39.6%	109
HH Owns Smart TV	21,357	40.8%	98
Own Portable MP3 Player	4,533	5.6%	73
HH Owns 1 TV	19,576	37.4%	189
HH Owns 2 TVs	16,082	30.7%	111
HH Owns 3 TVs	5,903	11.3%	51
HH Owns 4+ TVs	4,413	8.4%	38
HH Subscribes to Cable TV	10,583	20.2%	71
HH Subscribes to Fiber Optic TV	1,240	2.4%	73
HH Owns Portable GPS Device	4,952	9.4%	57
HH Purchased Video Game System/12 Mo	4,851	9.3%	131
HH Owns Internet Video Device for TV	26,130	49.9%	95
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	57,329	71.3%	115
Took 3+ Domestic Non-Business Trips/12 Mo	18,201	22.6%	124
Spent \$1-999 on Domestic Vacations/12 Mo	9,864	12.3%	112
Spent \$1K-1499 on Domestic Vacations/12 Mo	7,100	8.8%	127
Spent \$1500-1999 on Domestic Vacations/12 Mo	4,900	6.1%	128
Spent \$2K-2999 on Domestic Vacations/12 Mo	4,406	5.5%	98
Spent \$3K+ on Domestic Vacations/12 Mo	12,177	15.2%	127
Used Intrnt Travel Site for Domestic Trip/12 Mo	6,790	8.4%	132
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	34,955	43.5%	143
Took 3+ Foreign Trips by Plane/3 Yrs	8,859	11.0%	199
Spent \$1-999 on Foreign Vacations/12 Mo	5,124	6.4%	150
Spent \$1K-2999 on Foreign Vacations/12 Mo	5,682	7.1%	164
Spent \$3K+ on Foreign Vacations/12 Mo	11,530	14.3%	148
Used General Travel Site: Foreign Trip/3 Yrs	6,551	8.2%	152
Spent Night at Hotel or Motel/12 Mo	51,260	63.8%	117
Took Cruise of More Than One Day/3 Yrs	6,375	7.9%	90
Member of Frequent Flyer Program	33,604	41.8%	152
Member of Hotel Rewards Program	26,780	33.3%	113

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Demographic Summary	2025	2030
Population	404,831	413,853
Population 18+	359,533	369,185
Households	224,866	234,916
Median Household Income	\$118,422	\$128,064

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	224,909	62.6%	99
Bought Women`s Clothing/12 Mo	178,317	49.6%	95
Bought Shoes/12 Mo	278,159	77.4%	102
Bought Fine Jewelry/12 Mo	84,474	23.5%	107
Bought Watch/12 Mo	46,935	13.1%	102
Automobiles (Households)			
HH Owns or Leases Any Vehicle	172,901	76.9%	86
HH Bought or Leased New Vehicle/12 Mo	14,507	6.5%	76
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	282,889	78.7%	88
Bought or Changed Motor Oil/12 Mo	152,865	42.5%	79
Had Vehicle Tune-Up/12 Mo	79,312	22.1%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	122,378	34.0%	89
Drank Beer or Ale/6 Mo	146,307	40.7%	109
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	26,674	7.4%	87
Own Digital SLR Camera or Camcorder	38,928	10.8%	112
Printed Digital Photos/12 Mo	92,711	25.8%	103
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	127,328	35.4%	102
Have a Smartphone	340,805	94.8%	101
Have Android Phone (Any Brand) Smartphone	97,053	27.0%	72
Have Apple iPhone Smartphone	250,952	69.8%	119
HH Owns 1 Cell Phone	98,601	43.9%	146
HH Owns 2 Cell Phones	79,152	35.2%	91
HH Owns 3+ Cell Phones	40,893	18.2%	63
HH Has Cell Phone Only (No Landline Telephone)	186,187	82.8%	110
Computers (Households)			
HH Owns Computer	197,365	87.8%	106
HH Owns Desktop Computer	75,251	33.5%	90
HH Owns Laptop or Notebook	169,071	75.2%	109
HH Owns Apple/Mac Brand Computer	82,729	36.8%	147
HH Owns PC/Non-Apple Brand Computer	145,335	64.6%	93
HH Purchased Most Recent Home Computer at Store	76,218	33.9%	97
HH Purchased Most Recent Home Computer Online	72,972	32.5%	120
HH Spent \$1-499 on Most Recent Home Computer	21,783	9.7%	75
HH Spent \$500-999 on Most Recent Home Computer	38,472	17.1%	97
HH Spent \$1K-1499 on Most Recent Home Computer	34,219	15.2%	137
HH Spent \$1500-1999 on Most Recent Home Computer	13,303	5.9%	145
HH Spent \$2K+ on Most Recent Home Computer	21,558	9.6%	152

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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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	226,300	62.9%	95
Bought Brewed Coffee at C-Store/30 Days	37,739	10.5%	84
Bought Cigarettes at C-Store/30 Days	13,337	3.7%	65
Bought Gas at C-Store/30 Days	112,196	31.2%	76
Spent \$1-19 at C-Store/30 Days	27,294	7.6%	120
Spent \$20-39 at C-Store/30 Days	30,112	8.4%	104
Spent \$40-50 at C-Store/30 Days	22,942	6.4%	101
Spent \$51-99 at C-Store/30 Days	17,002	4.7%	89
Spent \$100+ at C-Store/30 Days	67,151	18.7%	76
Entertainment (Adults)			
Attended Movie/6 Mo	216,798	60.3%	113
Went to Live Theater/12 Mo	56,009	15.6%	134
Went to Bar or Night Club/12 Mo	95,748	26.6%	137
Dined Out/12 Mo	213,145	59.3%	106
Gambled at Casino/12 Mo	46,039	12.8%	100
Visited Theme Park/12 Mo	77,912	21.7%	115
Viewed Movie (Video-on-Demand)/30 Days	26,352	7.3%	89
Viewed TV Show (Video-on-Demand)/30 Days	17,027	4.7%	86
Used Internet to Download Movie/30 Days	33,738	9.4%	139
Downloaded Individual Song/6 Mo	69,840	19.4%	107
Used Internet to Watch Movie/30 Days	172,706	48.0%	136
Used Internet to Watch TV Program/30 Days	115,766	32.2%	142
Played (Console) Video or Electronic Game/12 Mo	59,233	16.5%	129
Played (Portable) Video or Electronic Game/12 Mo	35,009	9.7%	134
Financial (Adults)			
Have 1st Home Mortgage	108,626	30.2%	86
Used ATM or Cash Machine/12 Mo	235,500	65.5%	108
Own Any Stock	64,358	17.9%	130
Own U.S. Savings Bonds	31,657	8.8%	117
Own Shares in Mutual Fund (Stocks)	54,125	15.1%	125
Own Shares in Mutual Fund (Bonds)	31,093	8.7%	113
Have Interest Checking Account	138,896	38.6%	103
Have Non-Interest Checking Account	127,970	35.6%	98
Have Savings Account	272,229	75.7%	106
Have 401(k) Retirement Savings Plan	104,183	29.0%	120
Own or Used Any Credit/Debit Card/12 Mo	338,578	94.2%	102
Avg \$1-110 Monthly Credit Card Expenditures	69,886	19.4%	99
Avg \$111-225 Monthly Credit Card Expenditures	44,341	12.3%	101
Avg \$226-450 Monthly Credit Card Expenditures	29,327	8.2%	97
Avg \$451-700 Monthly Credit Card Expenditures	33,050	9.2%	105
Avg \$701-1000 Monthly Credit Card Expenditures	33,177	9.2%	118
Avg \$1001-2000 Monthly Credit Card Expenditures	52,057	14.5%	126
Avg \$2001+ Monthly Credit Card Expenditures	62,109	17.3%	129
Did Banking Online/12 Mo	219,366	61.0%	110
Did Banking by Mobile Device/12 Mo	206,975	57.6%	118

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	203,516	90.5%	96
HH Used Chicken (Fresh or Frozen)/6 Mo	158,649	70.5%	92
HH Used Turkey (Fresh or Frozen)/6 Mo	36,825	16.4%	82
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	120,716	53.7%	94
HH Used Fresh Fruit or Vegetables/6 Mo	201,643	89.7%	99
HH Used Fresh Milk/6 Mo	162,056	72.1%	88
HH Used Organic Food/6 Mo	73,206	32.6%	131
Health (Adults)			
Exercise at Home 2+ Times/Wk	178,445	49.6%	108
Exercise at Club 2+ Times/Wk	65,991	18.4%	138
Visited Doctor/12 Mo	284,089	79.0%	99
Used Vitamins or Dietary Supplements/6 Mo	228,677	63.6%	97
Home (Households)			
HH Did Home Improvement/12 Mo	52,883	23.5%	69
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	69,686	31.0%	91
HH Purchased Low Ticket HH Furnishing/12 Mo	49,076	21.8%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	58,540	26.0%	109
HH Bought Small Kitchen Appliance/12 Mo	53,613	23.8%	104
HH Purchased Large Appliance/12 Mo	31,421	14.0%	78
Insurance (Adults/Households)			
Currently Carry Life Insurance	169,353	47.1%	93
Personally Carry Any Med/Hosp/Accident Insur	310,782	86.4%	102
Homeowner Carries Home/Personal Property Insurance	156,794	43.6%	74
Renter Carries Home/Pers Property Insurance	84,990	23.6%	177
HH Has 1 Vehicle Covered w/Auto Insurance	83,596	37.2%	115
HH Has 2 Vehicles Covered w/Auto Insurance	59,149	26.3%	86
HH Has 3+ Vehicles Covered w/Auto Insurance	37,511	16.7%	66
Pets (Households)			
HH Owns Any Pet	78,722	35.0%	68
HH Owns Cat	37,639	16.7%	70
HH Owns Dog	47,303	21.0%	55
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	73,905	20.6%	128
Buying American Is Important: 4-Agr Cmpl	67,600	18.8%	69
Buy Based on Quality Not Price: 4-Agr Cmpl	55,707	15.5%	109
Buy on Credit Rather Than Wait: 4-Agr Cmpl	47,987	13.3%	109
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	30,190	8.4%	84
Will Pay More for Env Safe Prods: 4-Agr Cmpl	51,784	14.4%	132
Buy Based on Price Not Brands: 4-Agr Cmpl	86,509	24.1%	88
Reading (Adults)			
Bought Digital Book/12 Mo	73,785	20.5%	116
Bought Hardcover Book/12 Mo	109,187	30.4%	117
Bought Paperback Book/12 Mo	141,729	39.4%	117
Read Daily Newspaper (Paper Version)	20,118	5.6%	80
Read Digital Newspaper/30 Days	262,345	73.0%	134
Read Magazine (Paper/Electronic Vers)/6 Mo	330,475	91.9%	106

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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	243,096	67.6%	93
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	71,385	19.9%	81
Went to Fast Food/Drive-In Restaurant/6 Mo	324,304	90.2%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	130,464	36.3%	91
Ordered Eat-In Fast Food/6 Mo	111,955	31.1%	94
Ordered Home Delivery Fast Food/6 Mo	58,963	16.4%	133
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	153,649	42.7%	88
Ordered Take-Out/Walk-In Fast Food/6 Mo	96,898	26.9%	118
Television & Electronics (Adults/Households)			
Own Tablet	192,525	53.5%	95
Own E-Reader	72,698	20.2%	124
Own E-Reader/Tablet: Apple iPad	144,989	40.3%	111
HH Owns Smart TV	89,772	39.9%	96
Own Portable MP3 Player	22,398	6.2%	81
HH Owns 1 TV	78,055	34.7%	176
HH Owns 2 TVs	68,174	30.3%	109
HH Owns 3 TVs	29,388	13.1%	59
HH Owns 4+ TVs	21,953	9.8%	45
HH Subscribes to Cable TV	51,811	23.0%	81
HH Subscribes to Fiber Optic TV	7,194	3.2%	99
HH Owns Portable GPS Device	23,516	10.5%	63
HH Purchased Video Game System/12 Mo	21,959	9.8%	138
HH Owns Internet Video Device for TV	110,518	49.1%	94
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	245,607	68.3%	110
Took 3+ Domestic Non-Business Trips/12 Mo	75,564	21.0%	115
Spent \$1-999 on Domestic Vacations/12 Mo	42,836	11.9%	108
Spent \$1K-1499 on Domestic Vacations/12 Mo	29,546	8.2%	119
Spent \$1500-1999 on Domestic Vacations/12 Mo	20,322	5.7%	118
Spent \$2K-2999 on Domestic Vacations/12 Mo	19,780	5.5%	98
Spent \$3K+ on Domestic Vacations/12 Mo	50,482	14.0%	118
Used Intrnt Travel Site for Domestic Trip/12 Mo	29,994	8.3%	130
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	153,209	42.6%	140
Took 3+ Foreign Trips by Plane/3 Yrs	39,201	10.9%	196
Spent \$1-999 on Foreign Vacations/12 Mo	21,563	6.0%	141
Spent \$1K-2999 on Foreign Vacations/12 Mo	24,231	6.7%	156
Spent \$3K+ on Foreign Vacations/12 Mo	51,980	14.5%	149
Used General Travel Site: Foreign Trip/3 Yrs	28,865	8.0%	150
Spent Night at Hotel or Motel/12 Mo	220,588	61.4%	112
Took Cruise of More Than One Day/3 Yrs	29,358	8.2%	93
Member of Frequent Flyer Program	143,491	39.9%	145
Member of Hotel Rewards Program	114,589	31.9%	108

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 2025 and 2030.

Demographic Summary	2025	2030
Population	860,198	862,494
Population 18+	733,129	741,807
Households	431,408	442,972
Median Household Income	\$102,657	\$111,418

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	451,008	61.5%	97
Bought Women`s Clothing/12 Mo	369,419	50.4%	96
Bought Shoes/12 Mo	561,353	76.6%	101
Bought Fine Jewelry/12 Mo	176,122	24.0%	109
Bought Watch/12 Mo	97,675	13.3%	104
Automobiles (Households)			
HH Owns or Leases Any Vehicle	332,011	77.0%	86
HH Bought or Leased New Vehicle/12 Mo	27,127	6.3%	74
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	576,432	78.6%	88
Bought or Changed Motor Oil/12 Mo	319,760	43.6%	81
Had Vehicle Tune-Up/12 Mo	160,216	21.9%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	265,134	36.2%	95
Drank Beer or Ale/6 Mo	290,204	39.6%	106
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	50,875	6.9%	82
Own Digital SLR Camera or Camcorder	71,847	9.8%	101
Printed Digital Photos/12 Mo	178,331	24.3%	97
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	263,980	36.0%	104
Have a Smartphone	691,657	94.3%	100
Have Android Phone (Any Brand) Smartphone	220,399	30.1%	80
Have Apple iPhone Smartphone	487,242	66.5%	113
HH Owns 1 Cell Phone	179,382	41.6%	139
HH Owns 2 Cell Phones	149,696	34.7%	90
HH Owns 3+ Cell Phones	89,420	20.7%	72
HH Has Cell Phone Only (No Landline Telephone)	351,760	81.5%	108
Computers (Households)			
HH Owns Computer	365,624	84.8%	102
HH Owns Desktop Computer	141,607	32.8%	88
HH Owns Laptop or Notebook	312,650	72.5%	105
HH Owns Apple/Mac Brand Computer	149,160	34.6%	139
HH Owns PC/Non-Apple Brand Computer	273,002	63.3%	91
HH Purchased Most Recent Home Computer at Store	141,386	32.8%	93
HH Purchased Most Recent Home Computer Online	131,221	30.4%	113
HH Spent \$1-499 on Most Recent Home Computer	42,473	9.8%	76
HH Spent \$500-999 on Most Recent Home Computer	70,804	16.4%	93
HH Spent \$1K-1499 on Most Recent Home Computer	59,918	13.9%	125
HH Spent \$1500-1999 on Most Recent Home Computer	22,832	5.3%	130
HH Spent \$2K+ on Most Recent Home Computer	37,655	8.7%	138

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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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	460,987	62.9%	95
Bought Brewed Coffee at C-Store/30 Days	81,800	11.2%	89
Bought Cigarettes at C-Store/30 Days	32,500	4.4%	78
Bought Gas at C-Store/30 Days	232,795	31.8%	78
Spent \$1-19 at C-Store/30 Days	51,646	7.0%	112
Spent \$20-39 at C-Store/30 Days	61,488	8.4%	104
Spent \$40-50 at C-Store/30 Days	46,558	6.3%	100
Spent \$51-99 at C-Store/30 Days	34,341	4.7%	88
Spent \$100+ at C-Store/30 Days	145,087	19.8%	80
Entertainment (Adults)			
Attended Movie/6 Mo	427,593	58.3%	110
Went to Live Theater/12 Mo	104,965	14.3%	123
Went to Bar or Night Club/12 Mo	180,354	24.6%	127
Dined Out/12 Mo	412,710	56.3%	100
Gambled at Casino/12 Mo	94,101	12.8%	100
Visited Theme Park/12 Mo	156,275	21.3%	113
Viewed Movie (Video-on-Demand)/30 Days	53,280	7.3%	89
Viewed TV Show (Video-on-Demand)/30 Days	35,801	4.9%	89
Used Internet to Download Movie/30 Days	63,802	8.7%	129
Downloaded Individual Song/6 Mo	141,106	19.3%	106
Used Internet to Watch Movie/30 Days	333,901	45.5%	129
Used Internet to Watch TV Program/30 Days	218,581	29.8%	132
Played (Console) Video or Electronic Game/12 Mo	113,809	15.5%	121
Played (Portable) Video or Electronic Game/12 Mo	67,572	9.2%	127
Financial (Adults)			
Have 1st Home Mortgage	212,443	29.0%	82
Used ATM or Cash Machine/12 Mo	471,155	64.3%	106
Own Any Stock	115,925	15.8%	115
Own U.S. Savings Bonds	58,965	8.0%	107
Own Shares in Mutual Fund (Stocks)	98,330	13.4%	112
Own Shares in Mutual Fund (Bonds)	56,923	7.8%	101
Have Interest Checking Account	260,929	35.6%	95
Have Non-Interest Checking Account	255,435	34.8%	96
Have Savings Account	529,762	72.3%	101
Have 401(k) Retirement Savings Plan	195,272	26.6%	110
Own or Used Any Credit/Debit Card/12 Mo	678,099	92.5%	100
Avg \$1-110 Monthly Credit Card Expenditures	138,839	18.9%	97
Avg \$111-225 Monthly Credit Card Expenditures	89,954	12.3%	100
Avg \$226-450 Monthly Credit Card Expenditures	61,095	8.3%	99
Avg \$451-700 Monthly Credit Card Expenditures	64,232	8.8%	100
Avg \$701-1000 Monthly Credit Card Expenditures	62,807	8.6%	110
Avg \$1001-2000 Monthly Credit Card Expenditures	95,294	13.0%	113
Avg \$2001+ Monthly Credit Card Expenditures	110,830	15.1%	113
Did Banking Online/12 Mo	422,838	57.7%	104
Did Banking by Mobile Device/12 Mo	398,887	54.4%	111

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	392,855	91.1%	97
HH Used Chicken (Fresh or Frozen)/6 Mo	307,876	71.4%	93
HH Used Turkey (Fresh or Frozen)/6 Mo	71,254	16.5%	82
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	235,675	54.6%	96
HH Used Fresh Fruit or Vegetables/6 Mo	385,705	89.4%	99
HH Used Fresh Milk/6 Mo	316,877	73.5%	90
HH Used Organic Food/6 Mo	136,618	31.7%	128
Health (Adults)			
Exercise at Home 2+ Times/Wk	349,178	47.6%	104
Exercise at Club 2+ Times/Wk	123,844	16.9%	127
Visited Doctor/12 Mo	571,233	77.9%	98
Used Vitamins or Dietary Supplements/6 Mo	463,482	63.2%	97
Home (Households)			
HH Did Home Improvement/12 Mo	101,483	23.5%	69
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	127,928	29.6%	87
HH Purchased Low Ticket HH Furnishing/12 Mo	91,223	21.1%	101
HH Purchased Big Ticket HH Furnishing/12 Mo	108,267	25.1%	105
HH Bought Small Kitchen Appliance/12 Mo	102,222	23.7%	104
HH Purchased Large Appliance/12 Mo	60,622	14.1%	78
Insurance (Adults/Households)			
Currently Carry Life Insurance	332,295	45.3%	90
Personally Carry Any Med/Hosp/Accident Insur	615,884	84.0%	99
Homeowner Carries Home/Personal Property Insurance	309,654	42.2%	72
Renter Carries Home/Pers Property Insurance	159,431	21.8%	163
HH Has 1 Vehicle Covered w/Auto Insurance	160,195	37.1%	115
HH Has 2 Vehicles Covered w/Auto Insurance	111,253	25.8%	84
HH Has 3+ Vehicles Covered w/Auto Insurance	71,672	16.6%	65
Pets (Households)			
HH Owns Any Pet	153,106	35.5%	69
HH Owns Cat	72,657	16.8%	70
HH Owns Dog	94,828	22.0%	58
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	149,544	20.4%	127
Buying American Is Important: 4-Agr Cmpl	143,570	19.6%	72
Buy Based on Quality Not Price: 4-Agr Cmpl	115,220	15.7%	111
Buy on Credit Rather Than Wait: 4-Agr Cmpl	99,030	13.5%	110
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	65,662	9.0%	90
Will Pay More for Env Safe Prods: 4-Agr Cmpl	104,747	14.3%	131
Buy Based on Price Not Brands: 4-Agr Cmpl	183,780	25.1%	92
Reading (Adults)			
Bought Digital Book/12 Mo	141,122	19.3%	109
Bought Hardcover Book/12 Mo	206,863	28.2%	109
Bought Paperback Book/12 Mo	273,329	37.3%	110
Read Daily Newspaper (Paper Version)	41,971	5.7%	82
Read Digital Newspaper/30 Days	513,374	70.0%	128
Read Magazine (Paper/Electronic Vers)/6 Mo	666,378	90.9%	104

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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	496,245	67.7%	93
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	152,503	20.8%	85
Went to Fast Food/Drive-In Restaurant/6 Mo	660,923	90.2%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	275,030	37.5%	94
Ordered Eat-In Fast Food/6 Mo	225,653	30.8%	93
Ordered Home Delivery Fast Food/6 Mo	120,005	16.4%	133
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	310,126	42.3%	87
Ordered Take-Out/Walk-In Fast Food/6 Mo	189,562	25.9%	113
Television & Electronics (Adults/Households)			
Own Tablet	394,222	53.8%	96
Own E-Reader	135,614	18.5%	113
Own E-Reader/Tablet: Apple iPad	281,948	38.5%	106
HH Owns Smart TV	168,198	39.0%	94
Own Portable MP3 Player	45,287	6.2%	80
HH Owns 1 TV	139,425	32.3%	164
HH Owns 2 TVs	128,997	29.9%	108
HH Owns 3 TVs	62,935	14.6%	66
HH Owns 4+ TVs	47,849	11.1%	51
HH Subscribes to Cable TV	102,186	23.7%	84
HH Subscribes to Fiber Optic TV	13,880	3.2%	99
HH Owns Portable GPS Device	45,590	10.6%	64
HH Purchased Video Game System/12 Mo	43,241	10.0%	142
HH Owns Internet Video Device for TV	209,706	48.6%	93
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	470,295	64.2%	104
Took 3+ Domestic Non-Business Trips/12 Mo	140,536	19.2%	105
Spent \$1-999 on Domestic Vacations/12 Mo	84,359	11.5%	105
Spent \$1K-1499 on Domestic Vacations/12 Mo	55,169	7.5%	109
Spent \$1500-1999 on Domestic Vacations/12 Mo	37,780	5.2%	108
Spent \$2K-2999 on Domestic Vacations/12 Mo	38,562	5.3%	94
Spent \$3K+ on Domestic Vacations/12 Mo	90,952	12.4%	104
Used Intrnt Travel Site for Domestic Trip/12 Mo	58,019	7.9%	123
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	291,388	39.8%	130
Took 3+ Foreign Trips by Plane/3 Yrs	71,984	9.8%	177
Spent \$1-999 on Foreign Vacations/12 Mo	41,025	5.6%	132
Spent \$1K-2999 on Foreign Vacations/12 Mo	46,689	6.4%	148
Spent \$3K+ on Foreign Vacations/12 Mo	95,948	13.1%	135
Used General Travel Site: Foreign Trip/3 Yrs	54,202	7.4%	138
Spent Night at Hotel or Motel/12 Mo	421,898	57.5%	105
Took Cruise of More Than One Day/3 Yrs	58,209	7.9%	90
Member of Frequent Flyer Program	260,907	35.6%	129
Member of Hotel Rewards Program	215,003	29.3%	100

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