Demographic Summary	2022	2027
Population	30,126	30,828
Population 18+	23,100	23,610
Households	11,519	11,773
Median Household Income	$49,062	$52,385

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	12,533	54.3%	99
Bought any women's clothing in last 12 months	11,260	48.7%	100
Bought any shoes in last 12 months	16,209	70.2%	97
Bought any fine jewelry in last 12 months	4,517	19.6%	102
Bought a watch in last 12 months	3,189	13.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	10,301	89.4%	100
HH bought/leased new vehicle last 12 months	879	7.6%	79
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	20,621	89.3%	101
Bought/changed motor oil in last 12 months	12,333	53.4%	112
Had tune-up in last 12 months	5,550	24.0%	98
Beverages (Adults)			
Drank non-diet (regular)in last 6 months	10,325	44.7%	114
Drank beer/ale in last 6 months	8,916	38.6%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,224	9.6%	98
Own digital SLR camera/camcorder	1,687	7.3%	75
Printed digital photos in last 12 months	5,233	22.7%	89
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,893	34.2%	105
Have a smartphone	20,635	89.3%	97
Have a smartphone: Android phone (any brand)	10,856	47.0%	118
Have a smartphone: Apple iPhone	9,763	42.3%	80
Number of cell phones in household: 1	4,009	34.8%	113
Number of cell phones in household: 2	4,308	37.4%	97
Number of cell phones in household: 3+	2,908	25.2%	87
HH has cell phone only (no landline telephone)	7,957	69.1%	103
Computers (Households)			
HH owns a computer	8,503	73.8%	91
HH owns desktop computer	3,878	33.7%	89
HH owns laptop/notebook	6,809	59.1%	90
HH owns any Apple/Mac brand computer	1,696	14.7%	66
HH owns any PC/non-Apple brand computer	7,436	64.6%	97
HH purchased most recent computer in a store	3,856	33.5%	90
HH purchased most recent computer online	2,259	19.6%	87
HH spent $1-$499 on most recent home computer	1,979	17.2%	111
HH spent $500-$999 on most recent home computer	1,994	17.3%	91
HH spent $1,000-$1,499 on most recent home computer	1,072	9.3%	78
HH spent $1,500-$1,999 on most recent home computer	411	3.6%	68
HH spent $2,000+ on most recent home computer	329	2.9%	60

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 2022 and 2027.

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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	15,768	68.3%	109
Bought brewed coffee at convenience store in last 30 days	3,039	13.2%	106
Bought cigarettes at convenience store in last 30 days	2,516	10.9%	152
Bought gas at convenience store in last 30 days	10,443	45.2%	120
Spent at convenience store in last 30 days: $1-19	1,654	7.2%	94
Spent at convenience store in last 30 days: $20-$39	2,376	10.3%	100
Spent at convenience store in last 30 days: $40-$50	2,150	9.3%	109
Spent at convenience store in last 30 days: $51-$99	1,765	7.6%	127
Spent at convenience store in last 30 days: $100+	5,667	24.5%	120
Entertainment (Adults)			
Attended a movie in last 6 months	9,938	43.0%	90
Went to live theater in last 12 months	1,564	6.8%	67
Went to a bar/night club in last 12 months	3,549	15.4%	91
Dined out in last 12 months	11,437	49.5%	98
Gambled at a casino in last 12 months	2,377	10.3%	90
Visited a theme park in last 12 months	2,777	12.0%	84
Viewed movie (video-on-demand) in last 30 days	2,147	9.3%	72
Viewed TV show (video-on-demand) in last 30 days	1,556	6.7%	80
Watched any pay-per-view TV in last 12 months	1,048	4.5%	71
Downloaded a movie over the Internet in last 30 days	1,397	6.0%	79
Downloaded any individual song in last 6 months	4,007	17.3%	88
Used internet to watch a movie online in the last 30 days	6,797	29.4%	86
Used internet to watch a TV program online in last 30 days	4,373	18.9%	86
Played a video/electronic game (console) in last 12 months	3,023	13.1%	111
Played a video/electronic game (portable) in last 12 months	1,455	6.3%	106
Financial (Adults)			
Have home mortgage (1st)	7,372	31.9%	88
Used ATM/cash machine in last 12 months	12,971	56.2%	93
Own any stock	2,069	9.0%	75
Own U.S. savings bond	1,422	6.2%	100
Own shares in mutual fund (stock)	2,019	8.7%	78
Own shares in mutual fund (bonds)	1,323	5.7%	81
Have interest checking account	7,698	33.3%	94
Have non-interest checking account	8,025	34.7%	98
Have savings account	14,726	63.7%	93
Have 401K retirement savings plan	4,634	20.1%	92
Own/used any credit/debit card in last 12 months	19,758	85.5%	96
Avg monthly credit card expenditures: $1-110	3,108	13.5%	113
Avg monthly credit card expenditures: $111-$225	1,709	7.4%	94
Avg monthly credit card expenditures: $226-$450	1,955	8.5%	96
Avg monthly credit card expenditures: $451-$700	1,625	7.0%	88
Avg monthly credit card expenditures: $701-$1,000	1,538	6.7%	89
Avg monthly credit card expenditures: $1001-2000	1,634	7.1%	71
Avg monthly credit card expenditures: $2001+	1,227	5.3%	60
Did banking online in last 12 months	10,605	45.9%	87
Did banking on mobile device in last 12 months	8,502	36.8%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	10,896	94.6%	100
HH used chicken (fresh or frozen) in last 6 months	7,548	65.5%	95
HH used turkey (fresh or frozen) in last 6 months	1,730	15.0%	104
HH used fish/seafood (fresh or frozen) in last 6 months	6,229	54.1%	93
HH used fresh fruit/vegetables in last 6 months	9,887	85.8%	98
HH used fresh milk in last 6 months	9,662	83.9%	101
HH used organic food in last 6 months	2,190	19.0%	76
Health (Adults)			
Exercise at home 2+ times per week	8,548	37.0%	91
Exercise at club 2+ times per week	2,147	9.3%	68
Visited a doctor in last 12 months	18,343	79.4%	100
Used vitamin/dietary supplement in last 6 months	13,031	56.4%	93
Home (Households)			
HH did any home improvement in last 12 months	3,959	34.4%	100
HH used any maid/professional cleaning service in last 12 months	1,845	16.0%	78
HH purchased low ticket HH furnishings in last 12 months	2,405	20.9%	97
HH purchased big ticket HH furnishings in last 12 months	2,928	25.4%	97
HH bought any small kitchen appliance in last 12 months	2,744	23.8%	94
HH bought any large kitchen appliance in last 12 months	1,802	15.6%	101
Insurance (Adults/Households)			
Currently carry life insurance	11,036	47.8%	99
Carry medical/hospital/accident insurance	18,599	80.5%	99
Carry homeowner/personal property insurance	13,212	57.2%	101
Carry renter's insurance	2,237	9.7%	91
HH has auto insurance: 1 vehicle in household covered	3,657	31.7%	108
HH has auto insurance: 2 vehicles in household covered	3,327	28.9%	93
HH has auto insurance: 3+ vehicles in household covered	2,728	23.7%	95
Pets (Households)			
Household owns any pet	6,479	56.2%	107
Household owns any cat	3,256	28.3%	123
Household owns any dog	4,814	41.8%	106
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	9,449	40.9%	115
Buy based on quality not price	3,440	14.9%	87
Buy on credit rather than wait	2,615	11.3%	86
Only use coupons brands: usually buy	3,107	13.5%	98
Will pay more for environmentally safe products	2,737	11.8%	87
Buy based on price not brands	7,116	30.8%	107
Am interested in how to help the environment	4,219	18.3%	89
Reading (Adults)			
Bought digital book in last 12 months	3,443	14.9%	86
Bought hardcover book in last 12 months	5,219	22.6%	93
Bought paperback book in last 12 month	6,495	28.1%	90
Read any daily newspaper (paper version)	3,676	15.9%	103
Read any digital newspaper in last 30 days	9,436	40.8%	82
Read any magazine (paper/electronic version) in last 6 months	19,781	85.6%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	15,589	67.5%	101
Went to family restaurant/steak house: 4+ times a month	5,176	22.4%	108
Went to fast food/drive-in restaurant in last 6 months	21,117	91.4%	101
Went to fast food/drive-in restaurant 9+ times/month	9,251	40.0%	106
Fast food restaurant last 6 months: eat in	5,310	23.0%	101
Fast food restaurant last 6 months: home delivery	2,417	10.5%	90
Fast food restaurant last 6 months: take-out/drive-thru	13,978	60.5%	108
Fast food restaurant last 6 months: take-out/walk-in	4,050	17.5%	82
Television & Electronics (Adults/Households)			
Own any tablet	11,888	51.5%	91
Own any e-reader	2,131	9.2%	75
Own e-reader/tablet: iPad	6,250	27.1%	78
HH has Internet connectable TV	4,649	40.4%	95
Own any portable MP3 player	3,044	13.2%	96
HH owns 1 TV	2,217	19.2%	98
HH owns 2 TVs	3,274	28.4%	104
HH owns 3 TVs	2,676	23.2%	105
HH owns 4+ TVs	2,198	19.1%	92
HH subscribes to cable TV	4,088	35.5%	95
HH subscribes to fiber optic	303	2.6%	49
HH owns portable GPS navigation device	2,511	21.8%	106
HH purchased video game system in last 12 months	541	4.7%	61
HH owns any Internet video device for TV	4,783	41.5%	92
Travel (Adults)			
Took domestic trip in continental US last 12 months	10,904	47.2%	89
Took 3+ domestic non-business trips in last 12 months	2,324	10.1%	80
Spent on domestic vacations in last 12 months: $1-999	2,676	11.6%	92
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,219	5.3%	85
Spent on domestic vacations in last 12 months: $1,500-$1,999	887	3.8%	102
Spent on domestic vacations in last 12 months: $2,000-$2,999	718	3.1%	83
Spent on domestic vacations in last 12 months: $3,000+	963	4.2%	65
Domestic travel in last 12 months: used general travel website	950	4.1%	69
Took foreign trip (including Alaska and Hawaii) in last 3 years	4,982	21.6%	65
Took 3+ foreign trips by plane in last 3 years	910	3.9%	50
Spent on foreign vacations in last 12 months: $1-999	1,041	4.5%	62
Spent on foreign vacations in last 12 months: $1,000-$2,999	574	2.5%	64
Spent on foreign vacations in last 12 months: $3,000+	773	3.3%	56
Foreign travel in last 3 years: used general travel website	886	3.8%	59
Nights spent in hotel/motel in last 12 months: any	9,460	41.0%	90
Took cruise of more than one day in last 3 years	1,837	8.0%	74
Member of any frequent flyer program	3,536	15.3%	62
Member of any hotel rewards program	4,784	20.7%	80

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