



Demographic Summary		2020	2025
Population		24,279	25,149
Population 18+		18,476	19,251
Households		9,135	9,494
Median Household Income		\$75,489	\$79,391

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	9,465	51.2%	106
Bought any women's clothing in last 12 months	8,364	45.3%	103
Bought clothing for child <13 years in last 6 months	4,854	26.3%	100
Bought any shoes in last 12 months	9,870	53.4%	102
Bought costume jewelry in last 12 months	3,165	17.1%	101
Bought any fine jewelry in last 12 months	3,223	17.4%	97
Bought a watch in last 12 months	2,767	15.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	8,319	91.1%	107
HH bought/leased new vehicle last 12 months	991	10.8%	115
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,756	90.7%	106
Bought/changed motor oil in last 12 months	9,077	49.1%	105
Had tune-up in last 12 months	4,757	25.7%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,158	71.2%	99
Drank regular cola in last 6 months	7,961	43.1%	99
Drank beer/ale in last 6 months	7,982	43.2%	105
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,987	10.8%	127
Own digital SLR camera/camcorder	1,524	8.2%	108
Printed digital photos in last 12 months	4,624	25.0%	114
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,531	35.3%	105
Have a smartphone	16,312	88.3%	101
Have a smartphone: Android phone (any brand)	7,822	42.3%	103
Have a smartphone: Apple iPhone	8,322	45.0%	100
Number of cell phones in household: 1	2,437	26.7%	88
Number of cell phones in household: 2	3,760	41.2%	107
Number of cell phones in household: 3+	2,783	30.5%	105
HH has cell phone only (no landline telephone)	5,443	59.6%	99
Computers (Households)			
HH owns a computer	7,182	78.6%	107
HH owns desktop computer	3,555	38.9%	111
HH owns laptop/notebook	5,732	62.7%	109
HH owns any Apple/Mac brand computer	1,676	18.3%	96
HH owns any PC/non-Apple brand computer	6,054	66.3%	109
HH purchased most recent computer in a store	3,695	40.4%	114
HH purchased most recent computer online	1,389	15.2%	108
HH spent \$1-\$499 on most recent home computer	1,553	17.0%	116
HH spent \$500-\$999 on most recent home computer	1,724	18.9%	118
HH spent \$1,000-\$1,499 on most recent home computer	941	10.3%	106
HH spent \$1,500-\$1,999 on most recent home computer	406	4.4%	100
HH spent \$2,000+ on most recent home computer	398	4.4%	107

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	12,423	67.2%	108
Bought brewed coffee at convenience store in last 30 days	2,484	13.4%	101
Bought cigarettes at convenience store in last 30 days	1,871	10.1%	97
Bought gas at convenience store in last 30 days	8,074	43.7%	117
Spent at convenience store in last 30 days: \$1-19	1,365	7.4%	109
Spent at convenience store in last 30 days: \$20-\$39	1,829	9.9%	107
Spent at convenience store in last 30 days: \$40-\$50	1,478	8.0%	100
Spent at convenience store in last 30 days: \$51-\$99	1,054	5.7%	105
Spent at convenience store in last 30 days: \$100+	4,824	26.1%	115
Entertainment (Adults)			
Attended a movie in last 6 months	11,079	60.0%	102
Went to live theater in last 12 months	2,322	12.6%	111
Went to a bar/night club in last 12 months	3,480	18.8%	111
Dined out in last 12 months	10,533	57.0%	112
Gambled at a casino in last 12 months	2,464	13.3%	98
Visited a theme park in last 12 months	3,343	18.1%	97
Viewed movie (video-on-demand) in last 30 days	3,232	17.5%	105
Viewed TV show (video-on-demand) in last 30 days	2,233	12.1%	104
Watched any pay-per-view TV in last 12 months	1,725	9.3%	106
Downloaded a movie over the Internet in last 30 days	1,588	8.6%	86
Downloaded any individual song in last 6 months	3,549	19.2%	102
Watched a movie online in the last 30 days	4,825	26.1%	87
Watched a TV program online in last 30 days	3,607	19.5%	96
Played a video/electronic game (console) in last 12 months	1,803	9.8%	108
Played a video/electronic game (portable) in last 12 months	818	4.4%	103
Financial (Adults)			
Have home mortgage (1st)	7,049	38.2%	124
Used ATM/cash machine in last 12 months	10,515	56.9%	108
Own any stock	1,558	8.4%	120
Own U.S. savings bond	851	4.6%	110
Own shares in mutual fund (stock)	1,573	8.5%	119
Own shares in mutual fund (bonds)	1,087	5.9%	124
Have interest checking account	6,266	33.9%	119
Have non-interest checking account	5,779	31.3%	108
Have savings account	11,657	63.1%	111
Have 401K retirement savings plan	3,705	20.1%	125
Own/used any credit/debit card in last 12 months	15,711	85.0%	106
Avg monthly credit card expenditures: \$1-110	2,403	13.0%	115
Avg monthly credit card expenditures: \$111-\$225	1,487	8.0%	111
Avg monthly credit card expenditures: \$226-\$450	1,418	7.7%	111
Avg monthly credit card expenditures: \$451-\$700	1,158	6.3%	101
Avg monthly credit card expenditures: \$701-\$1,000	1,084	5.9%	100
Avg monthly credit card expenditures: \$1,001+	2,363	12.8%	105
Did banking online in last 12 months	8,432	45.6%	116
Did banking on mobile device in last 12 months	6,033	32.7%	115
Paid bills online in last 12 months	10,348	56.0%	110

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	6,526	71.4%	105
HH used bread in last 6 months	8,603	94.2%	101
HH used chicken (fresh or frozen) in last 6 months	6,441	70.5%	104
HH used turkey (fresh or frozen) in last 6 months	1,432	15.7%	105
HH used fish/seafood (fresh or frozen) in last 6 months	5,001	54.7%	100
HH used fresh fruit/vegetables in last 6 months	7,754	84.9%	101
HH used fresh milk in last 6 months	7,952	87.0%	103
HH used organic food in last 6 months	1,976	21.6%	89
Health (Adults)			
Exercise at home 2+ times per week	5,788	31.3%	114
Exercise at club 2+ times per week	2,729	14.8%	105
Visited a doctor in last 12 months	14,497	78.5%	103
Used vitamin/dietary supplement in last 6 months	10,100	54.7%	102
Home (Households)			
HH did any home improvement in last 12 months	2,940	32.2%	118
HH used any maid/professional cleaning service in last 12 months	1,258	13.8%	93
HH purchased low ticket HH furnishings in last 12 months	1,642	18.0%	103
HH purchased big ticket HH furnishings in last 12 months	2,115	23.2%	102
HH bought any small kitchen appliance in last 12 months	2,142	23.4%	104
HH bought any large kitchen appliance in last 12 months	1,328	14.5%	110
Insurance (Adults/Households)			
Currently carry life insurance	9,543	51.7%	119
Carry medical/hospital/accident insurance	14,584	78.9%	106
Carry homeowner insurance	10,500	56.8%	123
Carry renter's insurance	1,492	8.1%	93
HH has auto insurance: 1 vehicle in household covered	2,445	26.8%	88
HH has auto insurance: 2 vehicles in household covered	2,917	31.9%	115
HH has auto insurance: 3+ vehicles in household covered	2,576	28.2%	125
Pets (Households)			
Household owns any pet	5,600	61.3%	114
Household owns any cat	2,485	27.2%	119
Household owns any dog	4,325	47.3%	115
Psychographics (Adults)			
Buying American is important to me	7,532	40.8%	111
Usually buy items on credit rather than wait	2,409	13.0%	97
Usually buy based on quality - not price	3,341	18.1%	99
Price is usually more important than brand name	5,208	28.2%	101
Usually use coupons for brands I buy often	3,002	16.2%	102
Am interested in how to help the environment	3,292	17.8%	90
Usually pay more for environ safe product	2,564	13.9%	94
Usually value green products over convenience	1,902	10.3%	90
Likely to buy a brand that supports a charity	6,441	34.9%	98
Reading (Adults)			
Bought digital book in last 12 months	2,514	13.6%	104
Bought hardcover book in last 12 months	3,912	21.2%	106
Bought paperback book in last 12 month	5,627	30.5%	108
Read any daily newspaper (paper version)	3,082	16.7%	105
Read any digital newspaper in last 30 days	7,639	41.3%	100
Read any magazine (paper/electronic version) in last 6 months	17,108	92.6%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,364	77.7%	106
Went to family restaurant/steak house: 4+ times a month	5,248	28.4%	108
Went to fast food/drive-in restaurant in last 6 months	17,070	92.4%	102
Went to fast food/drive-in restaurant 9+ times/month	7,436	40.2%	103
Fast food restaurant last 6 months: eat in	7,060	38.2%	107
Fast food restaurant last 6 months: home delivery	1,525	8.3%	98
Fast food restaurant last 6 months: take-out/drive-thru	9,534	51.6%	113
Fast food restaurant last 6 months: take-out/walk-in	4,028	21.8%	105
Television & Electronics (Adults/Households)			
Own any tablet	9,789	53.0%	106
Own any e-reader	1,913	10.4%	107
Own e-reader/tablet: iPad	5,701	30.9%	105
HH has Internet connectable TV	3,265	35.7%	113
Own any portable MP3 player	3,156	17.1%	107
HH owns 1 TV	1,679	18.4%	86
HH owns 2 TVs	2,361	25.8%	98
HH owns 3 TVs	2,068	22.6%	107
HH owns 4+ TVs	1,943	21.3%	126
HH subscribes to cable TV	3,690	40.4%	98
HH subscribes to fiber optic	463	5.1%	79
HH owns portable GPS navigation device	2,365	25.9%	127
HH purchased video game system in last 12 months	667	7.3%	86
HH owns any Internet video device for TV	2,646	29.0%	105
Travel (Adults)			
Took domestic trip in continental US last 12 months	10,841	58.7%	112
Took 3+ domestic non-business trips in last 12 months	2,541	13.8%	115
Spent on domestic vacations in last 12 months: \$1-999	2,131	11.5%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,432	7.8%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	758	4.1%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	984	5.3%	121
Spent on domestic vacations in last 12 months: \$3,000+	1,325	7.2%	112
Domestic travel in last 12 months: used general travel website	1,219	6.6%	100
Took foreign trip (including Alaska and Hawaii) in last 3 years	4,966	26.9%	93
Took 3+ foreign trips by plane in last 3 years	858	4.6%	80
Spent on foreign vacations in last 12 months: \$1-999	922	5.0%	100
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	791	4.3%	99
Spent on foreign vacations in last 12 months: \$3,000+	1,048	5.7%	85
Foreign travel in last 3 years: used general travel website	928	5.0%	86
Nights spent in hotel/motel in last 12 months: any	9,500	51.4%	114
Took cruise of more than one day in last 3 years	1,779	9.6%	105
Member of any frequent flyer program	3,636	19.7%	107
Member of any hotel rewards program	4,168	22.6%	118

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