



Demographic Summary		2020	2025
Population		21,964	22,017
Population 18+		16,777	16,959
Households		8,135	8,174
Median Household Income		\$110,667	\$116,179

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	8,691	51.8%	107
Bought any women's clothing in last 12 months	7,898	47.1%	107
Bought clothing for child <13 years in last 6 months	4,616	27.5%	105
Bought any shoes in last 12 months	9,701	57.8%	110
Bought costume jewelry in last 12 months	3,128	18.6%	110
Bought any fine jewelry in last 12 months	3,055	18.2%	101
Bought a watch in last 12 months	2,562	15.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	7,609	93.5%	109
HH bought/leased new vehicle last 12 months	1,110	13.6%	144
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	15,425	91.9%	108
Bought/changed motor oil in last 12 months	7,488	44.6%	96
Had tune-up in last 12 months	4,486	26.7%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,461	74.3%	103
Drank regular cola in last 6 months	6,020	35.9%	82
Drank beer/ale in last 6 months	7,573	45.1%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,015	12.0%	142
Own digital SLR camera/camcorder	1,911	11.4%	149
Printed digital photos in last 12 months	4,951	29.5%	134
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,524	32.9%	98
Have a smartphone	15,553	92.7%	106
Have a smartphone: Android phone (any brand)	5,686	33.9%	82
Have a smartphone: Apple iPhone	9,947	59.3%	132
Number of cell phones in household: 1	1,630	20.0%	66
Number of cell phones in household: 2	3,365	41.4%	108
Number of cell phones in household: 3+	3,052	37.5%	130
HH has cell phone only (no landline telephone)	3,993	49.1%	81
Computers (Households)			
HH owns a computer	7,056	86.7%	118
HH owns desktop computer	3,628	44.6%	127
HH owns laptop/notebook	5,592	68.7%	120
HH owns any Apple/Mac brand computer	2,293	28.2%	148
HH owns any PC/non-Apple brand computer	5,609	68.9%	114
HH purchased most recent computer in a store	3,461	42.5%	120
HH purchased most recent computer online	1,520	18.7%	132
HH spent \$1-\$499 on most recent home computer	1,126	13.8%	94
HH spent \$500-\$999 on most recent home computer	1,680	20.7%	129
HH spent \$1,000-\$1,499 on most recent home computer	1,018	12.5%	129
HH spent \$1,500-\$1,999 on most recent home computer	537	6.6%	148
HH spent \$2,000+ on most recent home computer	488	6.0%	148

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	10,534	62.8%	101
Bought brewed coffee at convenience store in last 30 days	2,283	13.6%	103
Bought cigarettes at convenience store in last 30 days	1,094	6.5%	62
Bought gas at convenience store in last 30 days	6,130	36.5%	98
Spent at convenience store in last 30 days: \$1-19	1,376	8.2%	121
Spent at convenience store in last 30 days: \$20-\$39	1,624	9.7%	104
Spent at convenience store in last 30 days: \$40-\$50	1,490	8.9%	111
Spent at convenience store in last 30 days: \$51-\$99	773	4.6%	85
Spent at convenience store in last 30 days: \$100+	3,549	21.2%	93
Entertainment (Adults)			
Attended a movie in last 6 months	11,198	66.7%	114
Went to live theater in last 12 months	2,632	15.7%	138
Went to a bar/night club in last 12 months	3,425	20.4%	120
Dined out in last 12 months	10,597	63.2%	124
Gambled at a casino in last 12 months	2,476	14.8%	108
Visited a theme park in last 12 months	3,758	22.4%	120
Viewed movie (video-on-demand) in last 30 days	4,414	26.3%	158
Viewed TV show (video-on-demand) in last 30 days	3,061	18.2%	157
Watched any pay-per-view TV in last 12 months	1,957	11.7%	132
Downloaded a movie over the Internet in last 30 days	2,013	12.0%	119
Downloaded any individual song in last 6 months	3,885	23.2%	123
Watched a movie online in the last 30 days	5,086	30.3%	101
Watched a TV program online in last 30 days	3,868	23.1%	114
Played a video/electronic game (console) in last 12 months	1,516	9.0%	100
Played a video/electronic game (portable) in last 12 months	686	4.1%	95
Financial (Adults)			
Have home mortgage (1st)	7,300	43.5%	142
Used ATM/cash machine in last 12 months	10,417	62.1%	118
Own any stock	1,777	10.6%	151
Own U.S. savings bond	906	5.4%	129
Own shares in mutual fund (stock)	1,956	11.7%	164
Own shares in mutual fund (bonds)	1,284	7.7%	161
Have interest checking account	6,464	38.5%	136
Have non-interest checking account	5,260	31.4%	108
Have savings account	11,520	68.7%	121
Have 401K retirement savings plan	3,714	22.1%	138
Own/used any credit/debit card in last 12 months	14,851	88.5%	110
Avg monthly credit card expenditures: \$1-110	1,668	9.9%	88
Avg monthly credit card expenditures: \$111-\$225	1,278	7.6%	105
Avg monthly credit card expenditures: \$226-\$450	1,330	7.9%	115
Avg monthly credit card expenditures: \$451-\$700	1,367	8.1%	131
Avg monthly credit card expenditures: \$701-\$1,000	1,370	8.2%	139
Avg monthly credit card expenditures: \$1,001+	3,415	20.4%	166
Did banking online in last 12 months	8,597	51.2%	131
Did banking on mobile device in last 12 months	5,808	34.6%	122
Paid bills online in last 12 months	10,166	60.6%	119

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	5,693	70.0%	103
HH used bread in last 6 months	7,640	93.9%	101
HH used chicken (fresh or frozen) in last 6 months	5,917	72.7%	107
HH used turkey (fresh or frozen) in last 6 months	1,278	15.7%	105
HH used fish/seafood (fresh or frozen) in last 6 months	4,731	58.2%	106
HH used fresh fruit/vegetables in last 6 months	7,143	87.8%	104
HH used fresh milk in last 6 months	7,012	86.2%	102
HH used organic food in last 6 months	2,423	29.8%	123
Health (Adults)			
Exercise at home 2+ times per week	5,638	33.6%	123
Exercise at club 2+ times per week	3,392	20.2%	143
Visited a doctor in last 12 months	13,787	82.2%	108
Used vitamin/dietary supplement in last 6 months	9,928	59.2%	110
Home (Households)			
HH did any home improvement in last 12 months	2,925	36.0%	132
HH used any maid/professional cleaning service in last 12 months	1,791	22.0%	148
HH purchased low ticket HH furnishings in last 12 months	1,552	19.1%	110
HH purchased big ticket HH furnishings in last 12 months	2,065	25.4%	112
HH bought any small kitchen appliance in last 12 months	1,872	23.0%	102
HH bought any large kitchen appliance in last 12 months	1,290	15.9%	120
Insurance (Adults/Households)			
Currently carry life insurance	8,745	52.1%	120
Carry medical/hospital/accident insurance	13,619	81.2%	109
Carry homeowner insurance	10,091	60.1%	130
Carry renter's insurance	1,161	6.9%	80
HH has auto insurance: 1 vehicle in household covered	1,901	23.4%	77
HH has auto insurance: 2 vehicles in household covered	2,793	34.3%	124
HH has auto insurance: 3+ vehicles in household covered	2,498	30.7%	137
Pets (Households)			
Household owns any pet	4,838	59.5%	111
Household owns any cat	1,886	23.2%	102
Household owns any dog	3,759	46.2%	112
Psychographics (Adults)			
Buying American is important to me	6,093	36.3%	99
Usually buy items on credit rather than wait	2,414	14.4%	106
Usually buy based on quality - not price	3,174	18.9%	103
Price is usually more important than brand name	4,279	25.5%	91
Usually use coupons for brands I buy often	2,775	16.5%	104
Am interested in how to help the environment	3,205	19.1%	97
Usually pay more for environ safe product	2,341	14.0%	94
Usually value green products over convenience	1,573	9.4%	82
Likely to buy a brand that supports a charity	5,985	35.7%	100
Reading (Adults)			
Bought digital book in last 12 months	2,989	17.8%	136
Bought hardcover book in last 12 months	4,203	25.1%	125
Bought paperback book in last 12 month	5,854	34.9%	124
Read any daily newspaper (paper version)	2,981	17.8%	112
Read any digital newspaper in last 30 days	8,334	49.7%	121
Read any magazine (paper/electronic version) in last 6 months	16,025	95.5%	105

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	13,291	79.2%	108
Went to family restaurant/steak house: 4+ times a month	4,659	27.8%	106
Went to fast food/drive-in restaurant in last 6 months	15,425	91.9%	102
Went to fast food/drive-in restaurant 9+ times/month	6,548	39.0%	100
Fast food restaurant last 6 months: eat in	6,407	38.2%	107
Fast food restaurant last 6 months: home delivery	1,401	8.4%	99
Fast food restaurant last 6 months: take-out/drive-thru	7,988	47.6%	104
Fast food restaurant last 6 months: take-out/walk-in	4,002	23.9%	115
Television & Electronics (Adults/Households)			
Own any tablet	10,422	62.1%	124
Own any e-reader	2,340	13.9%	144
Own e-reader/tablet: iPad	7,160	42.7%	145
HH has Internet connectable TV	3,229	39.7%	125
Own any portable MP3 player	3,381	20.2%	126
HH owns 1 TV	1,277	15.7%	73
HH owns 2 TVs	2,053	25.2%	96
HH owns 3 TVs	1,994	24.5%	116
HH owns 4+ TVs	1,914	23.5%	140
HH subscribes to cable TV	3,984	49.0%	118
HH subscribes to fiber optic	991	12.2%	190
HH owns portable GPS navigation device	2,121	26.1%	128
HH purchased video game system in last 12 months	828	10.2%	120
HH owns any Internet video device for TV	2,845	35.0%	126
Travel (Adults)			
Took domestic trip in continental US last 12 months	11,394	67.9%	129
Took 3+ domestic non-business trips in last 12 months	2,690	16.0%	134
Spent on domestic vacations in last 12 months: \$1-999	2,054	12.2%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,363	8.1%	130
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	833	5.0%	128
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,146	6.8%	155
Spent on domestic vacations in last 12 months: \$3,000+	1,758	10.5%	164
Domestic travel in last 12 months: used general travel website	1,722	10.3%	155
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,750	40.2%	139
Took 3+ foreign trips by plane in last 3 years	1,547	9.2%	158
Spent on foreign vacations in last 12 months: \$1-999	1,151	6.9%	138
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	918	5.5%	127
Spent on foreign vacations in last 12 months: \$3,000+	1,844	11.0%	165
Foreign travel in last 3 years: used general travel website	1,563	9.3%	159
Nights spent in hotel/motel in last 12 months: any	9,725	58.0%	129
Took cruise of more than one day in last 3 years	2,243	13.4%	145
Member of any frequent flyer program	5,162	30.8%	167
Member of any hotel rewards program	4,798	28.6%	150

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