



Demographic Summary		2019	2024
Population		22,241	22,457
Population 18+		16,962	17,280
Households		8,184	8,273
Median Household Income		\$105,942	\$114,309

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	8,843	52.1%	110
Bought any women's clothing in last 12 months	7,828	46.2%	108
Bought clothing for child <13 years in last 6 months	4,750	28.0%	105
Bought any shoes in last 12 months	9,921	58.5%	112
Bought costume jewelry in last 12 months	3,331	19.6%	113
Bought any fine jewelry in last 12 months	3,076	18.1%	101
Bought a watch in last 12 months	2,757	16.3%	105
Automobiles (Households)			
HH owns/leases any vehicle	7,667	93.7%	109
HH bought/leased new vehicle last 12 months	1,137	13.9%	142
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	15,532	91.6%	107
Bought/changed motor oil in last 12 months	7,854	46.3%	97
Had tune-up in last 12 months	4,672	27.5%	111
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,657	74.6%	104
Drank regular cola in last 6 months	6,401	37.7%	85
Drank beer/ale in last 6 months	7,998	47.2%	112
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,530	14.9%	149
Own digital SLR camera/camcorder	1,939	11.4%	145
Printed digital photos in last 12 months	5,172	30.5%	133
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,770	34.0%	98
Have a smartphone	15,273	90.0%	107
Have a smartphone: Android phone (any brand)	5,585	32.9%	81
Have a smartphone: Apple iPhone	9,603	56.6%	135
Number of cell phones in household: 1	1,678	20.5%	67
Number of cell phones in household: 2	3,384	41.3%	107
Number of cell phones in household: 3+	2,997	36.6%	130
HH has cell phone only (no landline telephone)	3,551	43.4%	77
Computers (Households)			
HH owns a computer	7,117	87.0%	118
HH owns desktop computer	3,811	46.6%	126
HH owns laptop/notebook	5,616	68.6%	121
HH owns any Apple/Mac brand computer	2,174	26.6%	147
HH owns any PC/non-Apple brand computer	5,733	70.1%	114
HH purchased most recent computer in a store	3,566	43.6%	120
HH purchased most recent computer online	1,491	18.2%	134
Spent <\$1-499 on most recent home computer	1,136	13.9%	94
Spent \$500-\$999 on most recent home computer	1,751	21.4%	127
Spent \$1,000-\$1,499 on most recent home computer	1,066	13.0%	136
Spent \$1,500-\$1,999 on most recent home computer	541	6.6%	149
Spent \$2,000+ on most recent home computer	451	5.5%	139

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 2019 and 2024.

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	10,860	64.0%	101
Bought brewed coffee at convenience store in last 30 days	2,362	13.9%	100
Bought cigarettes at convenience store in last 30 days	1,143	6.7%	62
Bought gas at convenience store in last 30 days	6,121	36.1%	97
Spent at convenience store in last 30 days: <\$1-19	1,574	9.3%	135
Spent at convenience store in last 30 days: \$20-\$39	1,663	9.8%	103
Spent at convenience store in last 30 days: \$40-\$50	1,449	8.5%	104
Spent at convenience store in last 30 days: \$51-\$99	802	4.7%	85
Spent at convenience store in last 30 days: \$100+	3,502	20.6%	93
Entertainment (Adults)			
Attended a movie in last 6 months	11,367	67.0%	115
Went to live theater in last 12 months	2,502	14.8%	134
Went to a bar/night club in last 12 months	3,568	21.0%	122
Dined out in last 12 months	10,974	64.7%	124
Gambled at a casino in last 12 months	2,541	15.0%	113
Visited a theme park in last 12 months	3,860	22.8%	120
Viewed movie (video-on-demand) in last 30 days	4,665	27.5%	157
Viewed TV show (video-on-demand) in last 30 days	3,385	20.0%	158
Watched any pay-per-view TV in last 12 months	2,208	13.0%	133
Downloaded a movie over the Internet in last 30 days	1,838	10.8%	113
Downloaded any individual song in last 6 months	3,915	23.1%	121
Watched a movie online in the last 30 days	4,640	27.4%	101
Watched a TV program online in last 30 days	3,628	21.4%	112
Played a video/electronic game (console) in last 12 months	1,443	8.5%	96
Played a video/electronic game (portable) in last 12 months	770	4.5%	97
Financial (Adults)			
Have home mortgage (1st)	7,475	44.1%	142
Used ATM/cash machine in last 12 months	10,686	63.0%	119
Own any stock	1,928	11.4%	159
Own U.S. savings bond	1,148	6.8%	155
Own shares in mutual fund (stock)	2,198	13.0%	181
Own shares in mutual fund (bonds)	1,438	8.5%	177
Have interest checking account	6,781	40.0%	139
Have non-interest checking account	5,195	30.6%	104
Have savings account	11,795	69.5%	121
Have 401K retirement savings plan	3,997	23.6%	147
Own/used any credit/debit card in last 12 months	15,006	88.5%	111
Avg monthly credit card expenditures: <\$1-110	1,801	10.6%	92
Avg monthly credit card expenditures: \$111-\$225	1,311	7.7%	105
Avg monthly credit card expenditures: \$226-\$450	1,305	7.7%	113
Avg monthly credit card expenditures: \$451-\$700	1,447	8.5%	139
Avg monthly credit card expenditures: \$701-\$1,000	1,399	8.2%	147
Avg monthly credit card expenditures: \$1,001+	3,414	20.1%	173
Did banking online in last 12 months	8,962	52.8%	135
Did banking on mobile device in last 12 months	5,551	32.7%	126
Paid bills online in last 12 months	10,387	61.2%	122

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,806	70.9%	103
Used bread in last 6 months	7,685	93.9%	101
Used chicken (fresh or frozen) in last 6 months	6,050	73.9%	107
Used turkey (fresh or frozen) in last 6 months	1,336	16.3%	109
Used fish/seafood (fresh or frozen) in last 6 months	4,836	59.1%	107
Used fresh fruit/vegetables in last 6 months	7,285	89.0%	104
Used fresh milk in last 6 months	7,172	87.6%	102
Used organic food in last 6 months	2,481	30.3%	127
Health (Adults)			
Exercise at home 2+ times per week	5,840	34.4%	126
Exercise at club 2+ times per week	3,518	20.7%	145
Visited a doctor in last 12 months	13,918	82.1%	107
Used vitamin/dietary supplement in last 6 months	10,122	59.7%	110
Home (Households)			
Did any home improvement in last 12 months	3,063	37.4%	135
Used any housekeeper/professional cleaning service in last 12 months	1,759	21.5%	148
Purchased low ticket HH furnishings in last 12 months	1,640	20.0%	117
Purchased big ticket HH furnishings in last 12 months	2,090	25.5%	115
Bought any small kitchen appliance in last 12 months	1,880	23.0%	103
Bought any large kitchen appliance in last 12 months	1,332	16.3%	117
Insurance (Adults/Households)			
Currently carry life insurance	8,998	53.0%	120
Carry medical/hospital/accident insurance	13,894	81.9%	110
Carry homeowner insurance	10,418	61.4%	130
Carry renter's insurance	1,232	7.3%	85
Have auto insurance: 1 vehicle in household covered	1,917	23.4%	76
Have auto insurance: 2 vehicles in household covered	2,889	35.3%	124
Have auto insurance: 3+ vehicles in household covered	2,633	32.2%	141
Pets (Households)			
Household owns any pet	4,895	59.8%	110
Household owns any cat	1,927	23.5%	103
Household owns any dog	3,775	46.1%	111
Psychographics (Adults)			
Buying American is important to me	6,626	39.1%	100
Usually buy items on credit rather than wait	2,472	14.6%	111
Usually buy based on quality - not price	3,299	19.4%	102
Price is usually more important than brand name	4,313	25.4%	93
Usually use coupons for brands I buy often	2,954	17.4%	101
Am interested in how to help the environment	2,951	17.4%	90
Usually pay more for environ safe product	2,227	13.1%	93
Usually value green products over convenience	1,566	9.2%	82
Likely to buy a brand that supports a charity	5,941	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	3,134	18.5%	143
Bought hardcover book in last 12 months	4,260	25.1%	126
Bought paperback book in last 12 month	5,860	34.5%	121
Read any daily newspaper (paper version)	3,521	20.8%	113
Read any digital newspaper in last 30 days	8,120	47.9%	120
Read any magazine (paper/electronic version) in last 6 months	16,105	94.9%	104

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	13,737	81.0%	108
Went to family restaurant/steak house: 4+ times a month	5,082	30.0%	113
Went to fast food/drive-in restaurant in last 6 months	15,617	92.1%	101
Went to fast food/drive-in restaurant 9+ times/month	6,785	40.0%	102
Fast food restaurant last 6 months: eat in	6,713	39.6%	106
Fast food restaurant last 6 months: home delivery	1,428	8.4%	97
Fast food restaurant last 6 months: take-out/drive-thru	8,293	48.9%	104
Fast food restaurant last 6 months: take-out/walk-in	3,880	22.9%	110
Television & Electronics (Adults/Households)			
Own any tablet	10,216	60.2%	125
Own any e-reader	2,069	12.2%	146
Own e-reader/tablet: iPad	7,041	41.5%	147
HH has Internet connectable TV	2,973	36.3%	127
Own any portable MP3 player	3,933	23.2%	125
HH owns 1 TV	1,288	15.7%	75
HH owns 2 TVs	2,078	25.4%	95
HH owns 3 TVs	2,010	24.6%	117
HH owns 4+ TVs	1,934	23.6%	136
HH subscribes to cable TV	4,194	51.2%	117
HH subscribes to fiber optic	1,041	12.7%	180
HH owns portable GPS navigation device	2,464	30.1%	132
HH purchased video game system in last 12 months	776	9.5%	115
HH owns any Internet video device for TV	2,619	32.0%	133
Travel (Adults)			
Took domestic trip in continental US last 12 months	11,641	68.6%	131
Took 3+ domestic non-business trips in last 12 months	2,914	17.2%	145
Spent on domestic vacations in last 12 months: <\$1-999	2,005	11.8%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,450	8.5%	137
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	933	5.5%	137
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,096	6.5%	155
Spent on domestic vacations in last 12 months: \$3,000+	1,858	11.0%	169
Domestic travel in last 12 months: used general travel website	1,803	10.6%	156
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,618	39.0%	142
Took 3+ foreign trips by plane in last 3 years	1,504	8.9%	162
Spent on foreign vacations in last 12 months: <\$1-999	1,076	6.3%	136
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	865	5.1%	127
Spent on foreign vacations in last 12 months: \$3,000+	1,768	10.4%	165
Foreign travel in last 3 years: used general travel website	1,604	9.5%	165
Nights spent in hotel/motel in last 12 months: any	9,950	58.7%	132
Took cruise of more than one day in last 3 years	2,171	12.8%	144
Member of any frequent flyer program	5,175	30.5%	169
Member of any hotel rewards program	4,797	28.3%	157

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