

Demographic Summary		2020	2025
Population		21,313	21,936
Population 18+		17,098	17,882
Households		9,226	9,422
Median Household Income		\$61,424	\$66,811

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	8,562	50.1%	104
Bought any women's clothing in last 12 months	7,470	43.7%	99
Bought clothing for child <13 years in last 6 months	3,876	22.7%	86
Bought any shoes in last 12 months	9,507	55.6%	106
Bought costume jewelry in last 12 months	2,939	17.2%	101
Bought any fine jewelry in last 12 months	3,181	18.6%	103
Bought a watch in last 12 months	2,768	16.2%	105
Automobiles (Households)			
HH owns/leases any vehicle	7,757	84.1%	98
HH bought/leased new vehicle last 12 months	843	9.1%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	14,574	85.2%	100
Bought/changed motor oil in last 12 months	7,533	44.1%	95
Had tune-up in last 12 months	4,511	26.4%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	12,879	75.3%	105
Drank regular cola in last 6 months	7,145	41.8%	96
Drank beer/ale in last 6 months	7,939	46.4%	112
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,546	9.0%	107
Own digital SLR camera/camcorder	1,706	10.0%	131
Printed digital photos in last 12 months	3,942	23.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,062	35.5%	106
Have a smartphone	16,096	94.1%	108
Have a smartphone: Android phone (any brand)	6,028	35.3%	86
Have a smartphone: Apple iPhone	10,037	58.7%	131
Number of cell phones in household: 1	3,445	37.3%	124
Number of cell phones in household: 2	3,422	37.1%	97
Number of cell phones in household: 3+	2,248	24.4%	84
HH has cell phone only (no landline telephone)	6,826	74.0%	122
Computers (Households)			
HH owns a computer	7,275	78.9%	107
HH owns desktop computer	2,861	31.0%	88
HH owns laptop/notebook	5,973	64.7%	113
HH owns any Apple/Mac brand computer	2,299	24.9%	131
HH owns any PC/non-Apple brand computer	5,592	60.6%	100
HH purchased most recent computer in a store	3,285	35.6%	101
HH purchased most recent computer online	1,561	16.9%	120
HH spent \$1-\$499 on most recent home computer	1,297	14.1%	96
HH spent \$500-\$999 on most recent home computer	1,361	14.8%	92
HH spent \$1,000-\$1,499 on most recent home computer	1,201	13.0%	134
HH spent \$1,500-\$1,999 on most recent home computer	451	4.9%	110
HH spent \$2,000+ on most recent home computer	512	5.5%	137

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	11,282	66.0%	106
Bought brewed coffee at convenience store in last 30 days	2,151	12.6%	95
Bought cigarettes at convenience store in last 30 days	1,666	9.7%	93
Bought gas at convenience store in last 30 days	6,276	36.7%	99
Spent at convenience store in last 30 days: \$1-19	1,298	7.6%	112
Spent at convenience store in last 30 days: \$20-\$39	1,565	9.2%	99
Spent at convenience store in last 30 days: \$40-\$50	1,303	7.6%	96
Spent at convenience store in last 30 days: \$51-\$99	931	5.4%	100
Spent at convenience store in last 30 days: \$100+	3,792	22.2%	98
Entertainment (Adults)			
Attended a movie in last 6 months	11,677	68.3%	117
Went to live theater in last 12 months	2,158	12.6%	111
Went to a bar/night club in last 12 months	3,580	20.9%	124
Dined out in last 12 months	9,184	53.7%	106
Gambled at a casino in last 12 months	2,321	13.6%	99
Visited a theme park in last 12 months	3,817	22.3%	119
Viewed movie (video-on-demand) in last 30 days	3,033	17.7%	107
Viewed TV show (video-on-demand) in last 30 days	1,872	10.9%	94
Watched any pay-per-view TV in last 12 months	1,479	8.7%	98
Downloaded a movie over the Internet in last 30 days	2,256	13.2%	131
Downloaded any individual song in last 6 months	3,609	21.1%	112
Watched a movie online in the last 30 days	7,116	41.6%	139
Watched a TV program online in last 30 days	4,841	28.3%	140
Played a video/electronic game (console) in last 12 months	1,922	11.2%	124
Played a video/electronic game (portable) in last 12 months	789	4.6%	108
Financial (Adults)			
Have home mortgage (1st)	5,443	31.8%	104
Used ATM/cash machine in last 12 months	10,690	62.5%	119
Own any stock	1,355	7.9%	113
Own U.S. savings bond	852	5.0%	119
Own shares in mutual fund (stock)	1,442	8.4%	118
Own shares in mutual fund (bonds)	875	5.1%	108
Have interest checking account	5,208	30.5%	107
Have non-interest checking account	5,353	31.3%	108
Have savings account	10,606	62.0%	109
Have 401K retirement savings plan	3,538	20.7%	129
Own/used any credit/debit card in last 12 months	14,674	85.8%	107
Avg monthly credit card expenditures: \$1-110	1,413	8.3%	73
Avg monthly credit card expenditures: \$111-\$225	1,271	7.4%	103
Avg monthly credit card expenditures: \$226-\$450	1,428	8.4%	121
Avg monthly credit card expenditures: \$451-\$700	1,064	6.2%	100
Avg monthly credit card expenditures: \$701-\$1,000	1,319	7.7%	131
Avg monthly credit card expenditures: \$1,001+	2,710	15.8%	130
Did banking online in last 12 months	8,556	50.0%	128
Did banking on mobile device in last 12 months	6,428	37.6%	133
Paid bills online in last 12 months	10,179	59.5%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	5,718	62.0%	91
HH used bread in last 6 months	8,531	92.5%	99
HH used chicken (fresh or frozen) in last 6 months	6,286	68.1%	100
HH used turkey (fresh or frozen) in last 6 months	1,203	13.0%	87
HH used fish/seafood (fresh or frozen) in last 6 months	4,977	53.9%	98
HH used fresh fruit/vegetables in last 6 months	7,497	81.3%	97
HH used fresh milk in last 6 months	7,510	81.4%	96
HH used organic food in last 6 months	2,728	29.6%	122
Health (Adults)			
Exercise at home 2+ times per week	5,538	32.4%	118
Exercise at club 2+ times per week	3,569	20.9%	148
Visited a doctor in last 12 months	13,130	76.8%	101
Used vitamin/dietary supplement in last 6 months	9,168	53.6%	100
Home (Households)			
HH did any home improvement in last 12 months	2,062	22.3%	82
HH used any maid/professional cleaning service in last 12 months	1,436	15.6%	105
HH purchased low ticket HH furnishings in last 12 months	1,748	18.9%	109
HH purchased big ticket HH furnishings in last 12 months	2,338	25.3%	112
HH bought any small kitchen appliance in last 12 months	2,339	25.4%	112
HH bought any large kitchen appliance in last 12 months	1,129	12.2%	93
Insurance (Adults/Households)			
Currently carry life insurance	7,910	46.3%	107
Carry medical/hospital/accident insurance	12,905	75.5%	102
Carry homeowner insurance	7,169	41.9%	90
Carry renter's insurance	2,597	15.2%	175
HH has auto insurance: 1 vehicle in household covered	3,647	39.5%	130
HH has auto insurance: 2 vehicles in household covered	2,201	23.9%	86
HH has auto insurance: 3+ vehicles in household covered	1,391	15.1%	67
Pets (Households)			
Household owns any pet	4,233	45.9%	85
Household owns any cat	1,754	19.0%	83
Household owns any dog	3,006	32.6%	79
Psychographics (Adults)			
Buying American is important to me	5,105	29.9%	81
Usually buy items on credit rather than wait	2,312	13.5%	100
Usually buy based on quality - not price	3,114	18.2%	99
Price is usually more important than brand name	5,042	29.5%	105
Usually use coupons for brands I buy often	2,238	13.1%	82
Am interested in how to help the environment	3,811	22.3%	113
Usually pay more for environ safe product	2,620	15.3%	104
Usually value green products over convenience	1,970	11.5%	101
Likely to buy a brand that supports a charity	5,738	33.6%	94
Reading (Adults)			
Bought digital book in last 12 months	3,018	17.7%	135
Bought hardcover book in last 12 months	3,624	21.2%	106
Bought paperback book in last 12 month	5,291	30.9%	110
Read any daily newspaper (paper version)	1,995	11.7%	73
Read any digital newspaper in last 30 days	8,792	51.4%	125
Read any magazine (paper/electronic version) in last 6 months	16,280	95.2%	105

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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	12,943	75.7%	103
Went to family restaurant/steak house: 4+ times a month	4,243	24.8%	95
Went to fast food/drive-in restaurant in last 6 months	15,698	91.8%	102
Went to fast food/drive-in restaurant 9+ times/month	6,690	39.1%	100
Fast food restaurant last 6 months: eat in	6,308	36.9%	103
Fast food restaurant last 6 months: home delivery	1,762	10.3%	122
Fast food restaurant last 6 months: take-out/drive-thru	8,279	48.4%	106
Fast food restaurant last 6 months: take-out/walk-in	3,884	22.7%	109
Television & Electronics (Adults/Households)			
Own any tablet	9,342	54.6%	109
Own any e-reader	1,830	10.7%	111
Own e-reader/tablet: iPad	6,379	37.3%	127
HH has Internet connectable TV	3,131	33.9%	107
Own any portable MP3 player	2,864	16.8%	105
HH owns 1 TV	2,673	29.0%	136
HH owns 2 TVs	2,291	24.8%	94
HH owns 3 TVs	1,694	18.4%	87
HH owns 4+ TVs	1,082	11.7%	70
HH subscribes to cable TV	3,362	36.4%	88
HH subscribes to fiber optic	675	7.3%	114
HH owns portable GPS navigation device	1,601	17.4%	85
HH purchased video game system in last 12 months	793	8.6%	101
HH owns any Internet video device for TV	2,880	31.2%	113
Travel (Adults)			
Took domestic trip in continental US last 12 months	10,403	60.8%	116
Took 3+ domestic non-business trips in last 12 months	2,364	13.8%	116
Spent on domestic vacations in last 12 months: \$1-999	2,340	13.7%	127
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,027	6.0%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	656	3.8%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,009	5.9%	134
Spent on domestic vacations in last 12 months: \$3,000+	1,179	6.9%	108
Domestic travel in last 12 months: used general travel website	1,529	8.9%	135
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,174	36.1%	125
Took 3+ foreign trips by plane in last 3 years	1,513	8.8%	152
Spent on foreign vacations in last 12 months: \$1-999	1,053	6.2%	124
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,056	6.2%	143
Spent on foreign vacations in last 12 months: \$3,000+	1,613	9.4%	141
Foreign travel in last 3 years: used general travel website	1,422	8.3%	142
Nights spent in hotel/motel in last 12 months: any	8,700	50.9%	113
Took cruise of more than one day in last 3 years	1,667	9.7%	106
Member of any frequent flyer program	4,587	26.8%	145
Member of any hotel rewards program	4,050	23.7%	124

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Population 18+	17,098	17,882	
Households	9,226	9,422	
Median Household Income	\$61,424	\$66,811	
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	12,943	75.7%	103
Went to family restaurant/steak house 4+ times/month	4,243	24.8%	95
Spent at family restaurant last 30 days: <\$1-30	1,148	6.7%	85
Spent at family restaurant last 30 days: \$31-50	1,553	9.1%	98
Spent at family restaurant last 30 days: \$51-100	2,589	15.1%	102
Spent at family restaurant last 30 days: \$101-200	1,915	11.2%	120
Went to family restaurant last 6 months: for breakfast	2,275	13.3%	103
Went to family restaurant last 6 months: for lunch	3,101	18.1%	98
Went to family restaurant last 6 months: for dinner	8,572	50.1%	111
Went to family restaurant last 6 months: for snack	471	2.8%	140
Went to family restaurant last 6 months: on weekday	5,323	31.1%	104
Went to family restaurant last 6 months: on weekend	7,680	44.9%	112
Went to family restaurant last 6 months: Applebee`s	2,835	16.6%	83
Went to family restaurant last 6 months: Bob Evans	368	2.2%	72
Went to family restaurant last 6 months: Buffalo Wild Wings	2,091	12.2%	127
Went to family restaurant last 6 months: California Pizza Kitchen	636	3.7%	139
Went to family restaurant last 6 months: The Cheesecake Factory	1,608	9.4%	133
Went to family restaurant last 6 months: Chili`s Grill & Bar	2,054	12.0%	114
Went to family restaurant last 6 months: CiCi`s	393	2.3%	106
Went to family restaurant last 6 months: Cracker Barrel	1,698	9.9%	88
Went to family restaurant last 6 months: Denny`s	1,373	8.0%	91
Went to family restaurant last 6 months: Golden Corral	876	5.1%	73
Went to family restaurant last 6 months: IHOP	1,721	10.1%	102
Went to family restaurant last 6 months: Logan`s Roadhouse	375	2.2%	71
Went to family restaurant last 6 months: LongHorn Steakhouse	907	5.3%	99
Went to family restaurant last 6 months: Olive Garden	2,611	15.3%	98
Went to family restaurant last 6 months: Outback Steakhouse	1,294	7.6%	95
Went to family restaurant last 6 months: Red Lobster	1,364	8.0%	84
Went to family restaurant last 6 months: Red Robin	1,672	9.8%	144
Went to family restaurant last 6 months: Ruby Tuesday	768	4.5%	111
Went to family restaurant last 6 months: Texas Roadhouse	1,616	9.5%	91
Went to family restaurant last 6 months: T.G.I. Friday`s	735	4.3%	86
Went to family restaurant last 6 months: Waffle House	1,054	6.2%	97
Went to family restaurant last 6 months: fast food/drive-in	15,698	91.8%	102
Went to fast food/drive-in restaurant 9+ times/month	6,690	39.1%	100
Spent at fast food restaurant last 30 days: <\$1-10	555	3.2%	80
Spent at fast food restaurant last 30 days: \$11-\$20	1,498	8.8%	87
Spent at fast food restaurant last 30 days: \$21-\$40	3,002	17.6%	110
Spent at fast food restaurant last 30 days: \$41-\$50	1,494	8.7%	104
Spent at fast food restaurant last 30 days: \$51-\$100	2,945	17.2%	101
Spent at fast food restaurant last 30 days: \$101-\$200	1,564	9.1%	103
Spent at fast food restaurant last 30 days: \$201+	616	3.6%	109

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	6,308	36.9%	103
Went to fast food restaurant in the last 6 months: home delivery	1,762	10.3%	122
Went to fast food restaurant in the last 6 months: take-out/drive-thru	8,279	48.4%	106
Went to fast food restaurant in the last 6 months: take-out/walk-in	3,884	22.7%	109
Went to fast food restaurant in the last 6 months: breakfast	6,105	35.7%	103
Went to fast food restaurant in the last 6 months: lunch	8,919	52.2%	106
Went to fast food restaurant in the last 6 months: dinner	8,635	50.5%	110
Went to fast food restaurant in the last 6 months: snack	2,424	14.2%	115
Went to fast food restaurant in the last 6 months: weekday	10,382	60.7%	104
Went to fast food restaurant in the last 6 months: weekend	8,653	50.6%	109
Went to fast food restaurant in the last 6 months: A & W	384	2.2%	80
Went to fast food restaurant in the last 6 months: Arby`s	2,714	15.9%	91
Went to fast food restaurant in the last 6 months: Baskin-Robbins	592	3.5%	101
Went to fast food restaurant in the last 6 months: Boston Market	706	4.1%	131
Went to fast food restaurant in the last 6 months: Burger King	4,044	23.7%	83
Went to fast food restaurant in the last 6 months: Captain D`s	444	2.6%	79
Went to fast food restaurant in the last 6 months: Carl`s Jr.	1,071	6.3%	107
Went to fast food restaurant in the last 6 months: Checkers	564	3.3%	96
Went to fast food restaurant in the last 6 months: Chick-fil-A	5,698	33.3%	129
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	3,232	18.9%	150
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	484	2.8%	107
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	467	2.7%	77
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	503	2.9%	100
Went to fast food restaurant in the last 6 months: Dairy Queen	2,407	14.1%	90
Went to fast food restaurant in the last 6 months: Del Taco	759	4.4%	112
Went to fast food restaurant in the last 6 months: Domino`s Pizza	2,503	14.6%	112
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	2,503	14.6%	108
Went to fast food restaurant in the last 6 months: Five Guys	2,023	11.8%	129
Went to fast food restaurant in the last 6 months: Hardee`s	787	4.6%	75
Went to fast food restaurant in the last 6 months: Jack in the Box	1,629	9.5%	125
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,541	9.0%	157
Went to fast food restaurant in the last 6 months: KFC	2,975	17.4%	86
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,154	6.7%	120
Went to fast food restaurant in the last 6 months: Little Caesars	2,350	13.7%	112
Went to fast food restaurant in the last 6 months: Long John Silver`s	378	2.2%	64
Went to fast food restaurant in the last 6 months: McDonald`s	8,479	49.6%	97
Went to fast food restaurant in the last 6 months: Panda Express	1,767	10.3%	107
Went to fast food restaurant in the last 6 months: Panera Bread	2,606	15.2%	120
Went to fast food restaurant in the last 6 months: Papa John`s	1,820	10.6%	129
Went to fast food restaurant in the last 6 months: Papa Murphy`s	708	4.1%	97
Went to fast food restaurant in the last 6 months: Pizza Hut	2,490	14.6%	93
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,907	11.2%	120
Went to fast food restaurant in the last 6 months: Sonic Drive-In	2,073	12.1%	100
Went to fast food restaurant in the last 6 months: Starbucks	4,520	26.4%	145
Went to fast food restaurant in the last 6 months: Steak `n Shake	972	5.7%	104
Went to fast food restaurant in the last 6 months: Subway	3,929	23.0%	94
Went to fast food restaurant in the last 6 months: Taco Bell	5,115	29.9%	104
Went to fast food restaurant in the last 6 months: Wendy`s	4,212	24.6%	96
Went to fast food restaurant in the last 6 months: Whataburger	1,168	6.8%	121
Went to fast food restaurant in the last 6 months: White Castle	571	3.3%	109
Went to fine dining restaurant last month	2,061	12.1%	117
Went to fine dining restaurant 3+ times last month	644	3.8%	130

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