

Demographic Summary		2016	2021
Population		370,501	389,425
Population 18+		296,993	312,438
Households		145,219	152,446
Median Household Income		\$43,155	\$48,304

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	135,861	45.7%	97
Bought any women's clothing in last 12 months	129,469	43.6%	99
Bought clothing for child <13 years in last 6 months	81,376	27.4%	99
Bought any shoes in last 12 months	158,966	53.5%	99
Bought costume jewelry in last 12 months	59,842	20.1%	103
Bought any fine jewelry in last 12 months	55,407	18.7%	102
Bought a watch in last 12 months	33,273	11.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	123,305	84.9%	99
HH bought/leased new vehicle last 12 mo	12,485	8.6%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	245,109	82.5%	97
Bought/changed motor oil in last 12 months	141,590	47.7%	97
Had tune-up in last 12 months	86,072	29.0%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	191,186	64.4%	98
Drank regular cola in last 6 months	135,732	45.7%	102
Drank beer/ale in last 6 months	124,805	42.0%	99
Cameras (Adults)			
Own digital point & shoot camera	80,368	27.1%	93
Own digital single-lens reflex (SLR) camera	25,169	8.5%	98
Bought any camera in last 12 months	16,074	5.4%	95
Printed digital photos in last 12 months	8,167	2.7%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	109,569	36.9%	102
Have a smartphone	180,806	60.9%	103
Have a smartphone: Android phone (any brand)	86,291	29.1%	108
Have a smartphone: Apple iPhone	77,324	26.0%	101
Number of cell phones in household: 1	51,846	35.7%	111
Number of cell phones in household: 2	54,800	37.7%	101
Number of cell phones in household: 3+	32,922	22.7%	89
HH has cell phone only (no landline telephone)	72,375	49.8%	119
Computers (Households)			
HH owns a computer	111,407	76.7%	100
HH owns desktop computer	62,319	42.9%	95
HH owns laptop/notebook	79,989	55.1%	102
HH owns any Apple/Mac brand computer	21,130	14.6%	97
HH owns any PC/non-Apple brand computer	97,818	67.4%	99
HH purchased most recent computer in a store	54,539	37.6%	100
HH purchased most recent computer online	19,144	13.2%	101
Spent <\$500 on most recent home computer	22,106	15.2%	105
Spent \$500-\$999 on most recent home computer	27,174	18.7%	98
Spent \$1,000-\$1,499 on most recent home computer	14,093	9.7%	103
Spent \$1,500-\$1,999 on most recent home computer	6,192	4.3%	94
Spent \$2,000+ on most recent home computer	5,314	3.7%	93

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 2016 and 2021.



Retail Market Potential for 10 Mile Ring Buffer

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	155,322	52.3%	103
Bought brewed coffee at convenience store in last 30 days	42,586	14.3%	91
Bought cigarettes at convenience store in last 30 days	40,384	13.6%	109
Bought gas at convenience store in last 30 days	103,703	34.9%	106
Spent at convenience store in last 30 days: <\$20	23,550	7.9%	98
Spent at convenience store in last 30 days: \$20-\$39	27,553	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	22,582	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	14,115	4.8%	107
Spent at convenience store in last 30 days: \$100+	67,847	22.8%	100
Entertainment (Adults)			
Attended a movie in last 6 months	175,578	59.1%	99
Went to live theater in last 12 months	39,499	13.3%	102
Went to a bar/night club in last 12 months	53,776	18.1%	108
Dined out in last 12 months	128,975	43.4%	97
Gambled at a casino in last 12 months	35,698	12.0%	88
Visited a theme park in last 12 months	53,259	17.9%	102
Viewed movie (video-on-demand) in last 30 days	46,648	15.7%	92
Viewed TV show (video-on-demand) in last 30 days	37,781	12.7%	99
Watched any pay-per-view TV in last 12 months	32,022	10.8%	82
Downloaded a movie over the Internet in last 30 days	24,101	8.1%	113
Downloaded any individual song in last 6 months	65,505	22.1%	108
Watched a movie online in the last 30 days	56,494	19.0%	119
Watched a TV program online in last 30 days	52,793	17.8%	119
Played a video/electronic game (console) in last 12 months	34,277	11.5%	111
Played a video/electronic game (portable) in last 12 months	13,877	4.7%	103
Financial (Adults)			
Have home mortgage (1st)	79,282	26.7%	86
Used ATM/cash machine in last 12 months	142,537	48.0%	98
Own any stock	19,461	6.6%	86
Own U.S. savings bond	14,803	5.0%	94
Own shares in mutual fund (stock)	18,104	6.1%	84
Own shares in mutual fund (bonds)	11,787	4.0%	82
Have interest checking account	76,324	25.7%	91
Have non-interest checking account	84,792	28.6%	101
Have savings account	158,526	53.4%	99
Have 401K retirement savings plan	40,471	13.6%	94
Own/used any credit/debit card in last 12 months	216,848	73.0%	98
Avg monthly credit card expenditures: <\$111	37,549	12.6%	109
Avg monthly credit card expenditures: \$111-\$225	20,098	6.8%	98
Avg monthly credit card expenditures: \$226-\$450	16,978	5.7%	90
Avg monthly credit card expenditures: \$451-\$700	14,125	4.8%	89
Avg monthly credit card expenditures: \$701-\$1,000	10,921	3.7%	85
Avg monthly credit card expenditures: \$1,001+	22,177	7.5%	82
Did banking online in last 12 months	105,580	35.5%	100
Did banking on mobile device in last 12 months	45,989	15.5%	111
Paid bills online in last 12 months	126,739	42.7%	99

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	98,979	68.2%	98
Used bread in last 6 months	136,234	93.8%	100
Used chicken (fresh or frozen) in last 6 months	96,879	66.7%	97
Used turkey (fresh or frozen) in last 6 months	22,835	15.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	78,704	54.2%	99
Used fresh fruit/vegetables in last 6 months	122,741	84.5%	99
Used fresh milk in last 6 months	126,800	87.3%	99
Used organic food in last 6 months	27,779	19.1%	97
Health (Adults)			
Exercise at home 2+ times per week	85,718	28.9%	102
Exercise at club 2+ times per week	37,576	12.7%	97
Visited a doctor in last 12 months	213,630	71.9%	95
Used vitamin/dietary supplement in last 6 months	146,926	49.5%	94
Home (Households)			
Any home improvement in last 12 months	35,209	24.2%	90
Used housekeeper/maid/professional HH cleaning service in last 12	16,876	11.6%	88
Purchased low ticket HH furnishings in last 12 months	23,924	16.5%	103
Purchased big ticket HH furnishings in last 12 months	31,130	21.4%	103
Bought any small kitchen appliance in last 12 months	32,922	22.7%	102
Bought any large kitchen appliance in last 12 months	17,126	11.8%	93
Insurance (Adults/Households)			
Currently carry life insurance	119,101	40.1%	94
Carry medical/hospital/accident insurance	182,259	61.4%	94
Carry homeowner insurance	120,987	40.7%	87
Carry renter's insurance	29,841	10.0%	123
Have auto insurance: 1 vehicle in household covered	50,395	34.7%	113
Have auto insurance: 2 vehicles in household covered	39,700	27.3%	96
Have auto insurance: 3+ vehicles in household covered	26,410	18.2%	83
Pets (Households)			
Household owns any pet	72,680	50.0%	93
Household owns any cat	30,487	21.0%	94
Household owns any dog	53,468	36.8%	90
Psychographics (Adults)			
Buying American is important to me	123,853	41.7%	98
Usually buy items on credit rather than wait	32,701	11.0%	94
Usually buy based on quality - not price	49,219	16.6%	92
Price is usually more important than brand name	77,173	26.0%	99
Usually use coupons for brands I buy often	53,468	18.0%	95
Am interested in how to help the environment	47,754	16.1%	99
Usually pay more for environ safe product	36,076	12.1%	95
Usually value green products over convenience	30,663	10.3%	98
Likely to buy a brand that supports a charity	102,894	34.6%	99
Reading (Adults)			
Bought digital book in last 12 months	38,015	12.8%	97
Bought hardcover book in last 12 months	63,133	21.3%	102
Bought paperback book in last 12 month	95,045	32.0%	102
Read any daily newspaper (paper version)	73,112	24.6%	94
Read any digital newspaper in last 30 days	101,179	34.1%	102
Read any magazine (paper/electronic version) in last 6 months	266,504	89.7%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	218,397	73.5%	99
Went to family restaurant/steak house: 4+ times a month	83,092	28.0%	102
Went to fast food/drive-in restaurant in last 6 months	263,170	88.6%	99
Went to fast food/drive-in restaurant 9+ times/mo	120,798	40.7%	103
Fast food/drive-in last 6 months: eat in	107,097	36.1%	99
Fast food/drive-in last 6 months: home delivery	24,820	8.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	144,914	48.8%	105
Fast food/drive-in last 6 months: take-out/walk-in	61,328	20.6%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	91,428	30.8%	97
Own e-reader/tablet: iPad	40,033	13.5%	88
Own any portable MP3 player	88,360	29.8%	97
HH owns 1 TV	31,590	21.8%	106
HH owns 2 TVs	38,361	26.4%	102
HH owns 3 TVs	30,235	20.8%	97
HH owns 4+ TVs	24,983	17.2%	91
HH subscribes to cable TV	77,700	53.5%	108
HH subscribes to fiber optic	9,588	6.6%	87
HH has satellite dish	29,622	20.4%	80
HH owns DVD/Blu-ray player	86,692	59.7%	99
HH owns camcorder	17,713	12.2%	87
HH owns portable GPS navigation device	37,065	25.5%	93
HH purchased video game system in last 12 mos	10,031	6.9%	87
HH owns Internet video device for TV	9,623	6.6%	94
Travel (Adults)			
Domestic travel in last 12 months	141,570	47.7%	95
Took 3+ domestic non-business trips in last 12 months	31,304	10.5%	95
Spent on domestic vacations in last 12 months: <\$1,000	33,372	11.2%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	15,858	5.3%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	10,034	3.4%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	10,138	3.4%	87
Spent on domestic vacations in last 12 months: \$3,000+	12,832	4.3%	78
Domestic travel in the 12 months: used general travel website	16,657	5.6%	83
Foreign travel in last 3 years	65,584	22.1%	92
Took 3+ foreign trips by plane in last 3 years	10,279	3.5%	77
Spent on foreign vacations in last 12 months: <\$1,000	10,190	3.4%	82
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	9,435	3.2%	97
Spent on foreign vacations in last 12 months: \$3,000+	11,277	3.8%	76
Foreign travel in last 3 years: used general travel website	15,143	5.1%	91
Nights spent in hotel/motel in last 12 months: any	117,037	39.4%	97
Took cruise of more than one day in last 3 years	22,417	7.5%	90
Member of any frequent flyer program	40,773	13.7%	84
Member of any hotel rewards program	37,680	12.7%	90

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