



<b>Demographic Summary</b>		<b>2011</b>	<b>2016</b>
Population		57,353	58,545
Population 18+		41,073	42,115
Households		20,053	20,371
Median Household Income		\$43,355	\$50,289

  

<b>Product/Consumer Behavior</b>	<b>Expected Number Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	21,153	51.5%	103
Bought any women's apparel in last 12 months	17,904	43.6%	96
Bought apparel for child <13 in last 6 months	12,468	30.4%	107
Bought any shoes in last 12 months	20,621	50.2%	97
Bought costume jewelry in last 12 months	7,697	18.7%	90
Bought any fine jewelry in last 12 months	8,002	19.5%	89
Bought a watch in last 12 months	8,113	19.8%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	17,923	89.4%	104
HH bought/leased new vehicle last 12 mo	1,518	7.6%	79
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	36,608	89.1%	103
Bought/changed motor oil in last 12 months	24,850	60.5%	117
Had tune-up in last 12 months	11,816	28.8%	92
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	23,095	56.2%	91
Drank regular cola in last 6 months	22,302	54.3%	106
Drank beer/ale in last 6 months	16,317	39.7%	93
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	5,615	13.7%	107
Bought film in last 12 months	8,794	21.4%	113
Bought digital camera in last 12 months	2,495	6.1%	89
Bought memory card for camera in last 12 months	2,947	7.2%	94
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	13,464	32.8%	93
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	9,162	22.3%	105
Avg monthly cell/mobile phone/PDA bill: \$50-99	13,240	32.2%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	6,998	17.0%	80
<b>Computers (Households)</b>			
HH owns a personal computer	13,193	65.8%	89
Spent <\$500 on most recent home PC purchase	1,707	8.5%	98
Spent \$500-\$999 on most recent home PC purchase	3,436	17.1%	96
Spent \$1000-\$1499 on most recent home PC purchase	2,038	10.2%	77
Spent \$1500-\$1999 on most recent home PC purchase	1,190	5.9%	83
Spent \$2000+ on most recent home PC purchase	1,087	5.4%	86

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.



Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	24,989	60.8%	101
Bought cigarettes at convenience store in last 30 days	6,818	16.6%	108
Bought gas at convenience store in last 30 days	17,104	41.6%	125
Spent at convenience store in last 30 days: <\$20	3,612	8.8%	91
Spent at convenience store in last 30 days: \$20-39	3,791	9.2%	91
Spent at convenience store in last 30 days: \$40+	16,812	40.9%	115
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	20,363	49.6%	84
Went to live theater in last 12 months	4,188	10.2%	77
Went to a bar/night club in last 12 months	7,188	17.5%	92
Dined out in last 12 months	18,702	45.5%	93
Gambled at a casino in last 12 months	5,611	13.7%	85
Visited a theme park in last 12 months	6,190	15.1%	70
DVDs rented in last 30 days: 1	1,045	2.5%	96
DVDs rented in last 30 days: 2	1,462	3.6%	77
DVDs rented in last 30 days: 3	1,163	2.8%	88
DVDs rented in last 30 days: 4	1,201	2.9%	76
DVDs rented in last 30 days: 5+	4,683	11.4%	86
DVDs purchased in last 30 days: 1	1,782	4.3%	87
DVDs purchased in last 30 days: 2	1,852	4.5%	95
DVDs purchased in last 30 days: 3-4	2,323	5.7%	123
DVDs purchased in last 30 days: 5+	2,317	5.6%	109
Spent on toys/games in last 12 months: <\$50	2,738	6.7%	110
Spent on toys/games in last 12 months: \$50-\$99	1,478	3.6%	131
Spent on toys/games in last 12 months: \$100-\$199	3,105	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	4,456	10.8%	101
Spent on toys/games in last 12 months: \$500+	1,977	4.8%	84
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,197	17.5%	91
Used ATM/cash machine in last 12 months	16,253	39.6%	78
Own any stock	2,792	6.8%	74
Own U.S. savings bond	3,101	7.6%	111
Own shares in mutual fund (stock)	2,969	7.2%	77
Own shares in mutual fund (bonds)	1,956	4.8%	81
Used full service brokerage firm in last 12 months	1,835	4.5%	72
Have savings account	14,155	34.5%	95
Have 401K retirement savings	7,306	17.8%	100
Did banking over the Internet in last 12 months	9,203	22.4%	82
Own any credit/debit card (in own name)	28,230	68.7%	93
Avg monthly credit card expenditures: <\$111	6,571	16.0%	116
Avg monthly credit card expenditures: \$111-225	2,958	7.2%	93
Avg monthly credit card expenditures: \$226-450	2,739	6.7%	89
Avg monthly credit card expenditures: \$451-700	2,168	5.3%	83
Avg monthly credit card expenditures: \$701+	3,925	9.6%	71

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# Market Potential

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Prepared by Mike Running, Director

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	29,489	71.8%	102
Used bread in last 6 months	39,975	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	31,576	76.9%	100
Used fish/seafood (fresh or frozen) in last 6 months	19,934	48.5%	92
Used fresh fruit/vegetables in last 6 months	35,777	87.1%	100
Used fresh milk in last 6 months	37,774	92.0%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	11,742	28.6%	95
Exercise at club 2+ times per week	2,543	6.2%	50
Visited a doctor in last 12 months	30,291	73.7%	95
Used vitamin/dietary supplement in last 6 months	19,019	46.3%	95
<b>Home (Households)</b>			
Any home improvement in last 12 months	6,666	33.2%	105
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,255	11.2%	72
Purchased any HH furnishing in last 12 months	5,609	28.0%	93
Purchased bedding/bath goods in last 12 months	10,135	50.5%	92
Purchased cooking/serving product in last 12 months	5,332	26.6%	97
Bought any kitchen appliance in last 12 months	3,229	16.1%	92
<b>Insurance (Adults)</b>			
Currently carry any life insurance	19,637	47.8%	101
Have medical/hospital/accident insurance	28,719	69.9%	98
Carry homeowner insurance	23,545	57.3%	109
Carry renter insurance	1,880	4.6%	74
Have auto/other vehicle insurance	34,504	84.0%	101
<b>Pets (Households)</b>			
HH owns any pet	11,973	59.7%	116
HH owns any cat	5,944	29.6%	124
HH owns any dog	9,406	46.9%	125
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	17,841	43.4%	87
Read any daily newspaper	14,842	36.1%	88
Heavy magazine reader	6,909	16.8%	84
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	27,451	66.8%	93
Went to family restaurant/steak house last mo: <2 times	10,328	25.1%	98
Went to family restaurant/steak house last mo: 2-4 times	10,104	24.6%	91
Went to family restaurant/steak house last mo: 5+ times	7,017	17.1%	88
Went to fast food/drive-in restaurant in last 6 mo	35,834	87.2%	99
Went to fast food/drive-in restaurant <6 times/mo	14,671	35.7%	102
Went to fast food/drive-in restaurant 6-13 times/mo	11,978	29.2%	101
Went to fast food/drive-in restaurant 14+ times/mo	9,183	22.4%	90
Fast food/drive-in last 6 mo: eat in	17,243	42.0%	112
Fast food/drive-in last 6 mo: home delivery	3,355	8.2%	78
Fast food/drive-in last 6 mo: take-out/drive-thru	21,261	51.8%	99
Fast food/drive-in last 6 mo: take-out/walk-in	8,384	20.4%	83

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<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	12,749	63.6%	99
HH average monthly long distance phone bill: <\$16	5,850	29.2%	106
HH average monthly long distance phone bill: \$16-25	2,360	11.8%	103
HH average monthly long distance phone bill: \$26-59	1,771	8.8%	96
HH average monthly long distance phone bill: \$60+	977	4.9%	109
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	3,930	19.6%	99
HH owns 2 TVs	5,317	26.5%	101
HH owns 3 TVs	4,974	24.8%	111
HH owns 4+ TVs	3,729	18.6%	89
HH subscribes to cable TV	6,432	32.1%	55
HH Purchased audio equipment in last 12 months	1,759	8.8%	90
HH Purchased CD player in last 12 months	761	3.8%	98
HH Purchased DVD player in last 12 months	2,010	10.0%	103
HH Purchased MP3 player in last 12 months	3,550	8.6%	84
HH Purchased video game system in last 12 months	2,009	10.0%	93
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	17,821	43.4%	83
Took 3+ domestic trips in last 12 months	5,442	13.3%	89
Spent on domestic vacations last 12 mo: <\$1000	4,515	11.0%	87
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,048	5.0%	74
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,145	2.8%	68
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,396	3.4%	82
Spent on domestic vacations last 12 mo: \$3000+	1,581	3.8%	76
Foreign travel in last 3 years	6,231	15.2%	58
Took 3+ foreign trips by plane in last 3 years	1,008	2.5%	51
Spent on foreign vacations last 12 mo: <\$1000	1,506	3.7%	61
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,024	2.5%	61
Spent on foreign vacations last 12 mo: \$3000+	1,063	2.6%	52
Stayed 1+ nights at hotel/motel in last 12 months	14,035	34.2%	84

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