Demographic Summary	2022	2027
Population	157,916	183,568
Population 18+	112,696	130,736
Households	52,747	61,005
Median Household Income	$94,222	$106,484

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Own any tablet	68,269	60.6%	108
Own any e-reader	13,902	12.3%	101
Own e-reader/tablet: Amazon Kindle	23,732	21.1%	99
Own e-reader/tablet: iPad	43,934	39.0%	112
Own e-reader/tablet: Samsung Galaxy/Galaxy Note	13,527	12.0%	118
Own any portable MP3 player	15,543	13.8%	101
Own wearable tech: Apple Watch	17,435	15.5%	123
Own wearable tech: Fitbit	16,650	14.8%	105
Own Garmin wearable technology	3,276	2.9%	105
Own digital camcorder	8,186	7.3%	96
Own digital point & shoot camera or camcorder	9,702	8.6%	88
Own digital SLR camera or camcorder	12,048	10.7%	109
Own 35mm camera or camcorder	7,276	6.5%	107
Own telephoto or zoom lens	5,887	5.2%	97
Own wide-angle lens	4,693	4.2%	96
Own a selfie stick	6,911	6.1%	108
Printed digital photos in last 12 months	30,910	27.4%	108
Use a computer at work	58,825	52.2%	121
Use desktop computer at work	27,656	24.5%	121
Use laptop or notebook at work	30,902	27.4%	121
HH owns a computer	45,596	86.4%	106
HH purchased computer in last 12 months	7,788	14.8%	115
HH owns desktop computer	21,458	40.7%	107
HH owns laptop or notebook	37,626	71.3%	109
HH with child (under 18 yrs) using home computer	9,632	18.3%	151
HH owns any Apple/Mac brand computer	12,866	24.4%	109
HH owns any PC/non-Apple brand computer	37,775	71.6%	108

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH purchased most recent computer 1-2 years ago	10,191	19.3%	113
HH purchased most recent computer 3-4 years ago	9,682	18.4%	104
HH purchased most recent computer 5+ years ago	8,049	15.3%	99
HH purchased most recent computer in a store	21,105	40.0%	108
HH purchased most recent computer online	13,095	24.8%	110
HH spent $1-499 on most recent home computer	8,154	15.5%	100
HH spent $500-$999 on most recent home computer	11,134	21.1%	111
HH spent $1000-$1499 on most recent home computer	7,198	13.6%	114
HH spent $1500-$1999 on most recent home computer	2,936	5.6%	106
HH spent $2000+ on most recent home computer	2,772	5.3%	111
HH owns webcam	14,503	27.5%	119
HH owns wireless router	17,602	33.4%	110
HH owns all-in-one printer (print copy scan)	31,377	59.5%	107
HH owns software: accounting	3,363	6.4%	104
HH owns software: communications or fax	2,176	4.1%	104
HH owns software: database or filing	2,914	5.5%	108
HH owns software: desktop publishing	3,712	7.0%	102
HH owns software: education or training	5,817	11.0%	125
HH owns software: entertainment or games	11,868	22.5%	118
HH owns software: personal finance or tax prep	8,273	15.7%	110
HH owns software: presentation graphics	3,890	7.4%	119
HH owns software: multimedia	5,818	11.0%	109
HH owns software: networking	6,257	11.9%	110
HH owns software: online meeting or conference	7,300	13.8%	108
HH owns software: online or remote backup	3,408	6.5%	112
HH owns software: security or anti-virus	13,939	26.4%	112
HH owns software: spreadsheet	16,238	30.8%	117
HH owns touch screen monitor	7,438	14.1%	127
HH owns software: utility	2,979	5.6%	113
HH owns software: web authoring software	1,138	2.2%	123
HH owns software: word processing	20,692	39.2%	115
HH owns CD player	8,254	15.6%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
HH owns portable GPS device	9,735	18.5%	90
HH owns headphones (ear buds)	29,258	55.5%	111
HH owns noise reduction headphones	10,848	20.6%	120
HH owns Bluetooth or wireless headphones	21,049	39.9%	116
HH owns home theater or entertainment system	9,037	17.1%	129
HH owns 1 TV	8,962	17.0%	87
HH owns 2 TVs	12,765	24.2%	88
HH owns 3 TVs	13,296	25.2%	114
HH owns 4+ TVs	13,190	25.0%	120
HH owns LCD TV	14,437	27.4%	111
HH owns LED TV	24,000	45.5%	106
HH owns OLED TV	2,685	5.1%	107
HH owns plasma TV	6,596	12.5%	111
HH has HDTV	23,697	44.9%	102
HH has 4K Ultra HDTV	14,576	27.6%	120
HH has Internet connectable TV	24,996	47.4%	111
HH owns small screen TV (<27 in)	6,154	11.7%	89
HH owns medium screen TV (27-35 in)	14,257	27.0%	94
HH owns large screen TV (36-42 in)	16,962	32.2%	96
HH owns XLarge screen TV (43-54 in)	19,720	37.4%	111
HH owns XXL screen TV (55-69 in)	22,269	42.2%	124
HH owns XXXL screen TV (70+ in)	4,410	8.4%	146
HH most recent TV purch: small screen (<27 in)	1,918	3.6%	74
HH most recent TV purch: medium screen (27-35 in)	5,650	10.7%	79
HH most recent TV purch: large screen (36-42 in)	7,850	14.9%	87
HH most recent TV purch: Xlarge screen (43-54 in)	10,687	20.3%	104
HH most recent TV purch: XXL screen (55-59 in)	16,388	31.1%	120
HH most recent TV purch: XXXL screen (70+ in)	3,458	6.6%	147
HH owns any internet video device for TV	27,507	52.1%	115
HH owns internet device for TV - Amazon Fire	13,517	25.6%	120
HH owns internet device for TV - Apple TV	5,824	11.0%	128
HH owns internet device for TV - Google Chromecast	4,975	9.4%	134
HH owns internet device for TV - Roku	13,133	24.9%	112
HH owns video game system: handheld	10,443	19.8%	134
HH owns video game system: attached to TV/computer	27,191	51.5%	124
HH owns video game system: Nintendo DS/Lite DSI/XL	4,899	9.3%	131
HH owns video game system: Nintendo Switch	8,198	15.5%	140
HH owns video game system: Nintendo Wii/Wii U	1,737	3.3%	116
HH owns video game system: PlayStation 2 (PS2)	2,921	5.5%	123
HH owns video game system: PlayStation 3 (PS3)	4,776	9.1%	128
HH owns video game system: PlayStation 4 (PS4)	11,162	21.2%	125
HH owns video game system: Xbox 360	7,644	14.5%	133
HH owns video game system: Xbox One	9,927	18.8%	134
HH purchased video game system in last 12 months	4,446	8.4%	109
HH purchased 5+ video games in last 12 months	3,502	6.6%	124
HH spent $101+ on video games in last 12 months	5,500	10.4%	132
Have access to Internet at home	109,086	96.8%	103
Connect to Internet at home via broadband/high speed	106,382	94.4%	103
Connection to Internet at home: via cable modem	54,247	48.1%	107
Connection to Internet at home: via DSL	10,750	9.5%	95
Connection to Internet at home: via fiber optic	22,073	19.6%	120
Connect to Internet at home via satellite	2,938	2.6%	75
Spend <0.5 hrs online (excl email/IM time) daily	4,655	4.1%	85
Spend 0.5-0.9 hrs online (excl email/IM time) daily	9,487	8.4%	102
Spend 1-1.9 hrs online (excl email/IM time) daily	18,148	16.1%	94
Spend 2-4.9 hrs online (excl email/IM time) daily	33,687	29.9%	101
Spend 5-9.9 hrs online (excl email/IM time) daily	26,184	23.2%	113
Spend 10+ hrs online (excl email/IM time) daily	12,693	11.3%	114
Used Internet in last 30 days	108,357	96.1%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Internet/30 days: at home	104,588	92.8%	103
Used Internet/30 days: at work	50,689	45.0%	116
Used Internet/30 days: at school or library	9,325	8.3%	100
Used Internet/30 days: not home/work/school/library	38,878	34.5%	102
Accessed Internet in last 30 days using computer	90,942	80.7%	107
Accessed Internet in last 30 days using cell phone	98,254	87.2%	104
Accessed Internet in last 30 days using tablet	42,030	37.3%	107
Accessed Internet in last 30 days with gaming console	13,126	11.6%	115
Accessed Internet in last 30 days using television	35,112	31.2%	119
Internet last 30 days: used email	95,143	84.4%	104
Internet last 30 days: used IM	91,907	81.6%	106
Internet last 30 days: made personal purchase	78,042	69.3%	103
Internet last 30 days: made business purchase	16,183	14.4%	106
Internet last 30 days: paid bills online	73,165	64.9%	107
Internet last 30 days: took online class	15,495	13.7%	109
Internet last 30 days: looked for employment	17,480	15.5%	113
Internet last 30 days: traded/tracked Investments	18,465	16.4%	101
Internet last 30 days: made travel plans	22,286	19.8%	116
Internet last 30 days: obtained auto info	13,927	12.4%	114
Internet last 30 days: obtained financial info	39,189	34.8%	108
Internet last 30 days: obtained medical info	37,329	33.1%	102
Internet last 30 days: checked movie listing/times	17,966	15.9%	116
Internet last 30 days: obtained latest news	61,022	54.1%	104
Internet last 30 days: obtained parenting info	6,793	6.0%	117
Internet last 30 days: obtained real estate info	19,052	16.9%	110
Internet last 30 days: obtained sports news/info	35,169	31.2%	112
Internet last 30 days: visited online blog	15,003	13.3%	108
Internet last 30 days: wrote online blog	1,364	1.2%	85
Internet last 30 days: used online dating website	3,105	2.8%	81
Internet last 30 days: used video chat	43,876	38.9%	111
Internet last 30 days: visited a chat room	7,843	7.0%	109
Internet last 30 days: played games online	41,515	36.8%	102
Internet last 30 days: sent greeting card	5,690	5.0%	98
Internet last 30 days: made phone call	46,500	41.3%	112
Internet last 30 days: shared photos via website	34,674	30.8%	102
Internet last 30 days: looked for recipes	56,762	50.4%	101
Internet last 30 days: added video to website	9,325	8.3%	104
Internet last 30 days: downloaded a movie	9,642	8.6%	112
Internet last 30 days: downloaded music	20,662	18.3%	110
Internet last 30 days: downloaded TV program	4,780	4.2%	114
Internet last 30 days: downloaded a video game	17,135	15.2%	107
Internet last 30 days: watched movie online	42,319	37.6%	110
Internet last 30 days: watched TV program online	27,539	24.4%	111
Used online gaming srv/30 days: Nintendo Switch	4,750	4.2%	137
Used online gaming srv/30 days: PlayStation Network	9,547	8.5%	122
Used online gaming srv/30 days: Xbox Live	8,759	7.8%	122
Played Massive Multi-Player Online game/30 days	6,335	5.6%	119
Used Spanish language website/app last 30 days	7,051	6.3%	142
Social Media last 30 days: facebook.com	73,162	64.9%	100
Social media last 30 days: instagram.com	46,617	41.4%	112
Social Media last 30 days: linkedin.com	17,074	15.2%	108
Social Media last 30 days: used reddit	10,759	9.5%	109
Social Media last 30 days: shutterfly.com	3,393	3.0%	105
Social Media last 30 days: snapchat.com	26,612	23.6%	110
Social Media last 30 days: tumblr.com	2,494	2.2%	105
Social Media last 30 days: Twitch	4,960	4.4%	123
Social Media last 30 days: twitter.com	21,663	19.2%	111
Social Media last 30 days: yelp.com	6,575	5.8%	98
Social Media last 30 days: youtube.com	66,209	58.8%	107
Social Media last 30 days: pinterest.com	26,686	23.7%	117

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Social network: updated status in last 30 days	29,810	26.5%	106
Social network: updated profile in last 30 days	23,510	20.9%	108
Social network: posted picture in last 30 days	50,049	44.4%	103
Social network: posted video in last 30 days	22,985	20.4%	111
Social network: posted link in last 30 days	13,370	11.9%	100
Social network: saw friend`s page in last 30 days	54,767	48.6%	105
Social network: commented on post in last 30 days	52,630	46.7%	104
Social network: posted a blog in last 30 days	2,474	2.2%	96
Social network: rated a product in last 30 days	11,641	10.3%	118
Social network: sent email message in last 30 days	57,015	50.6%	103
Social network: sent IM in last 30 days	27,508	24.4%	108
Social network: played a game in last 30 days	20,905	18.5%	94
Social network: invited to event in last 30 days	7,139	6.3%	97
Social network: liked something in last 30 days	44,589	39.6%	103
Social network: followed something in last 30 days	30,327	26.9%	108
Social network: clicked on an ad in last 30 days	20,067	17.8%	104
Social network: watched video in last 30 days	57,885	51.4%	106
Social network: posted location in last 30 days	8,574	7.6%	113
Social network: sent real or virtual gift in last 30 days	2,902	2.6%	99
Used filter On Picture Social Media in last 30 Days	16,145	14.3%	117
IM/Video Chat: Facebook messenger in last 30 Days	57,191	50.7%	101
IM/Video Chat: FaceTime in last 30 Days	39,852	35.4%	115
IM/Video Chat: Google Hangouts in last 30 Days	5,994	5.3%	111
IM/Video Chat: Skype in last 30 Days	10,435	9.3%	124
IM/Video Chat: Slack in last 30 Days	2,609	2.3%	86
IM/Video Chat: Snapchat in last 30 Days	19,527	17.3%	107
IM/Video Chat: WhatsApp in last 30 Days	23,625	21.0%	127
Social network: used to keep in touch w/ friends	52,483	46.6%	105
Social network: used to reconnect w/ old friends	17,007	15.1%	98
Social network: used to meet new friends	7,320	6.5%	101
Social network: used to follow friends activities	26,746	23.7%	105
Social network: used to find out about new products	8,237	7.3%	99
Social network: used to review products or service	6,278	5.6%	107
Social network: used for professional contacts	9,545	8.5%	119
Social network: used to find mutual interests	7,244	6.4%	103
Social network: used to track current events	18,804	16.7%	103
Social network: used to find info on TV or movie	9,684	8.6%	99
Social network: used to find local information	15,255	13.5%	105
Social network: used for gaming	9,326	8.3%	105
Social network: used to support favorite brands	6,006	5.3%	104
Social network: used to get coupons or discounts	7,884	7.0%	100
Social network: used to gain access to VIP events	4,244	3.8%	98

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Used website/search engine/30 days: bing.com	10,898	9.7%	103
Used website/search engine/30 days: google.com	99,522	88.3%	104
Used website/search engine/30 days: yahoo.com	20,273	18.0%	105
Used website/search engine/30 days: Used Indeed	18,493	16.4%	120
Used website/search engine/30 days: Zillow Info/Ref Website	22,611	20.1%	112
Used entertainment website/app last 30 days: BuzzFeed	7,945	7.0%	103
Used entertainment website/app last 30 days: Fandango	3,736	3.3%	125
Used news website/app last 30 days: abcnews.com	9,877	8.8%	94
Used news website/app last 30 days: bbc.com	5,948	5.3%	79
Used news website/app last 30 days: cbsnews.com	7,094	6.3%	97
Used news website/app last 30 days: cnn.com	21,919	19.4%	108
Used news website/app last 30 days: foxnews.com	18,540	16.5%	106
Used news website/app last 30 days: huffpost.com	6,450	5.7%	88
Used news website/app last 30 days: nbcnews.com	6,790	6.0%	90
Used news website/app last 30 days: yahoonews.com	9,714	8.6%	105
Used sports website/app last 30 days: ESPN	21,464	19.0%	119
Used sports website/app last 30 days: FoxSports	8,286	7.4%	118
2022 Used MLB Sports Website or App/30 Days	3,914	3.5%	103
Used sports website/app last 30 days: NBA.com	4,786	4.2%	110
Used sports website/app last 30 days: NFL.com	9,813	8.7%	119
Used website/app last 30 days: PBS	3,237	2.9%	82
Used website/app last 30 days: Telemundo	4,200	3.7%	147
Social network: follow actors/comedians	23,075	20.5%	111
Social network: follow artists/photographers	15,301	13.6%	108
Social network: follow charitable groups	14,661	13.0%	109
Social network: follow chefs/restaurants	17,912	15.9%	112
Social network: follow companies/brands	20,814	18.5%	111
Social network: follow gamers	7,421	6.6%	101
Social network: follow hobby-related groups	23,138	20.5%	106
Social network: follow local groups	19,910	17.7%	108
Social network: follow magazines	8,643	7.7%	104
Social network: follow medical/ailment groups	6,887	6.1%	111
Social network: follow music groups	20,092	17.8%	100
Social network: follow newspapers	12,243	10.9%	107
Social network: follow other celebrities	14,303	12.7%	116
Social network: follow political groups	14,914	13.2%	101
Social network: follow politicians	17,320	15.4%	105
Social network: follow religious groups	13,117	11.6%	115
Social network: follow school groups	16,723	14.8%	120
Social network: follow sports/Athletes	18,213	16.2%	113
Social network: follow travel-related groups	12,619	11.2%	119
Social network: follow TV programs/networks	16,967	15.1%	101

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