

Retail Market Potential

21 Main St, Warrenton, Virginia, 20186 2
 21 Main St, Warrenton, Virginia, 20186
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 38.71383
 Longitude: -77.79488

Demographic Summary		2025	2030
Population		27,272	27,935
Population 18+		21,495	22,234
Households		10,131	10,417
Median Household Income		\$123,224	\$138,610

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	14,072	65.5%	103
Bought Women`s Clothing/12 Mo	11,586	53.9%	103
Bought Shoes/12 Mo	16,526	76.9%	101
Bought Fine Jewelry/12 Mo	4,356	20.3%	92
Bought Watch/12 Mo	2,545	11.8%	92
Automobiles (Households)			
HH Owns or Leases Any Vehicle	9,558	94.3%	105
HH Bought or Leased New Vehicle/12 Mo	1,074	10.6%	125
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	20,003	93.1%	104
Bought or Changed Motor Oil/12 Mo	11,518	53.6%	99
Had Vehicle Tune-Up/12 Mo	5,217	24.3%	106
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	6,757	31.4%	82
Drank Beer or Ale/6 Mo	8,651	40.3%	108
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	2,294	10.7%	126
Own Digital SLR Camera or Camcorder	2,775	12.9%	133
Printed Digital Photos/12 Mo	6,182	28.8%	115
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	6,938	32.3%	93
Have a Smartphone	20,535	95.5%	102
Have Android Phone (Any Brand) Smartphone	6,817	31.7%	85
Have Apple iPhone Smartphone	14,106	65.6%	112
HH Owns 1 Cell Phone	2,535	25.0%	83
HH Owns 2 Cell Phones	4,313	42.6%	110
HH Owns 3+ Cell Phones	3,104	30.6%	106
HH Has Cell Phone Only (No Landline Telephone)	7,168	70.8%	94
Computers (Households)			
HH Owns Computer	9,116	90.0%	109
HH Owns Desktop Computer	4,260	42.0%	113
HH Owns Laptop or Notebook	7,568	74.7%	109
HH Owns Apple/Mac Brand Computer	2,929	28.9%	116
HH Owns PC/Non-Apple Brand Computer	7,553	74.5%	108
HH Purchased Most Recent Home Computer at Store	3,860	38.1%	109
HH Purchased Most Recent Home Computer Online	3,058	30.2%	112
HH Spent \$1-499 on Most Recent Home Computer	1,317	13.0%	100
HH Spent \$500-999 on Most Recent Home Computer	2,099	20.7%	117
HH Spent \$1K-1499 on Most Recent Home Computer	1,320	13.0%	117
HH Spent \$1500-1999 on Most Recent Home Computer	466	4.6%	113
HH Spent \$2K+ on Most Recent Home Computer	751	7.4%	117

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 2025 and 2030.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	13,734	63.9%	97
Bought Brewed Coffee at C-Store/30 Days	2,821	13.1%	105
Bought Cigarettes at C-Store/30 Days	823	3.8%	67
Bought Gas at C-Store/30 Days	8,320	38.7%	95
Spent \$1-19 at C-Store/30 Days	1,605	7.5%	118
Spent \$20-39 at C-Store/30 Days	1,745	8.1%	101
Spent \$40-50 at C-Store/30 Days	1,333	6.2%	98
Spent \$51-99 at C-Store/30 Days	1,103	5.1%	96
Spent \$100+ at C-Store/30 Days	4,624	21.5%	87
Entertainment (Adults)			
Attended Movie/6 Mo	11,838	55.1%	104
Went to Live Theater/12 Mo	3,156	14.7%	126
Went to Bar or Night Club/12 Mo	4,583	21.3%	110
Dined Out/12 Mo	13,503	62.8%	112
Gambled at Casino/12 Mo	2,945	13.7%	107
Visited Theme Park/12 Mo	3,865	18.0%	95
Viewed Movie (Video-on-Demand)/30 Days	2,442	11.4%	138
Viewed TV Show (Video-on-Demand)/30 Days	1,694	7.9%	143
Used Internet to Download Movie/30 Days	1,520	7.1%	105
Downloaded Individual Song/6 Mo	3,809	17.7%	98
Used Internet to Watch Movie/30 Days	7,175	33.4%	95
Used Internet to Watch TV Program/30 Days	4,967	23.1%	102
Played (Console) Video or Electronic Game/12 Mo	2,378	11.1%	86
Played (Portable) Video or Electronic Game/12 Mo	1,400	6.5%	89
Financial (Adults)			
Have 1st Home Mortgage	9,224	42.9%	122
Used ATM or Cash Machine/12 Mo	13,397	62.3%	103
Own Any Stock	4,038	18.8%	137
Own U.S. Savings Bonds	2,163	10.1%	134
Own Shares in Mutual Fund (Stocks)	3,450	16.1%	133
Own Shares in Mutual Fund (Bonds)	2,253	10.5%	137
Have Interest Checking Account	9,782	45.5%	121
Have Non-Interest Checking Account	8,107	37.7%	104
Have Savings Account	16,760	78.0%	109
Have 401(k) Retirement Savings Plan	6,164	28.7%	119
Own or Used Any Credit/Debit Card/12 Mo	20,379	94.8%	103
Avg \$1-110 Monthly Credit Card Expenditures	4,160	19.4%	99
Avg \$111-225 Monthly Credit Card Expenditures	2,829	13.2%	107
Avg \$226-450 Monthly Credit Card Expenditures	1,758	8.2%	97
Avg \$451-700 Monthly Credit Card Expenditures	1,928	9.0%	103
Avg \$701-1000 Monthly Credit Card Expenditures	1,923	8.9%	115
Avg \$1001-2000 Monthly Credit Card Expenditures	3,181	14.8%	128
Avg \$2001+ Monthly Credit Card Expenditures	4,312	20.1%	149
Did Banking Online/12 Mo	13,263	61.7%	111
Did Banking by Mobile Device/12 Mo	10,789	50.2%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	9,606	94.8%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	8,004	79.0%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	2,286	22.6%	113
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	6,052	59.7%	104
HH Used Fresh Fruit or Vegetables/6 Mo	9,395	92.7%	102
HH Used Fresh Milk/6 Mo	8,411	83.0%	101
HH Used Organic Food/6 Mo	2,694	26.6%	107
Health (Adults)			
Exercise at Home 2+ Times/Wk	11,022	51.3%	112
Exercise at Club 2+ Times/Wk	3,341	15.5%	117
Visited Doctor/12 Mo	18,338	85.3%	107
Used Vitamins or Dietary Supplements/6 Mo	14,868	69.2%	106
Home (Households)			
HH Did Home Improvement/12 Mo	4,076	40.2%	119
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	4,417	43.6%	128
HH Purchased Low Ticket HH Furnishing/12 Mo	2,201	21.7%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	2,451	24.2%	101
HH Bought Small Kitchen Appliance/12 Mo	2,279	22.5%	98
HH Purchased Large Appliance/12 Mo	1,960	19.4%	108
Insurance (Adults/Households)			
Currently Carry Life Insurance	12,142	56.5%	112
Personally Carry Any Med/Hosp/Accident Insur	19,303	89.8%	106
Homeowner Carries Home/Personal Property Insurance	15,324	71.3%	121
Renter Carries Home/Pers Property Insurance	2,325	10.8%	81
HH Has 1 Vehicle Covered w/Auto Insurance	2,889	28.5%	88
HH Has 2 Vehicles Covered w/Auto Insurance	3,659	36.1%	117
HH Has 3+ Vehicles Covered w/Auto Insurance	2,862	28.3%	111
Pets (Households)			
HH Owns Any Pet	5,580	55.1%	107
HH Owns Cat	2,390	23.6%	98
HH Owns Dog	4,159	41.0%	108
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	3,329	15.5%	97
Buying American Is Important: 4-Agr Cmpl	6,007	27.9%	102
Buy Based on Quality Not Price: 4-Agr Cmpl	3,012	14.0%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,663	12.4%	101
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	2,183	10.2%	102
Will Pay More for Env Safe Prods: 4-Agr Cmpl	2,258	10.5%	96
Buy Based on Price Not Brands: 4-Agr Cmpl	5,445	25.3%	93
Reading (Adults)			
Bought Digital Book/12 Mo	4,294	20.0%	113
Bought Hardcover Book/12 Mo	6,194	28.8%	111
Bought Paperback Book/12 Mo	7,980	37.1%	110
Read Daily Newspaper (Paper Version)	1,753	8.2%	117
Read Digital Newspaper/30 Days	11,612	54.0%	99
Read Magazine (Paper/Electronic Vers)/6 Mo	19,084	88.8%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	16,164	75.2%	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	5,286	24.6%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	19,647	91.4%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	7,590	35.3%	89
Ordered Eat-In Fast Food/6 Mo	7,109	33.1%	99
Ordered Home Delivery Fast Food/6 Mo	2,192	10.2%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	10,537	49.0%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	5,239	24.4%	106
Television & Electronics (Adults/Households)			
Own Tablet	12,940	60.2%	107
Own E-Reader	4,305	20.0%	122
Own E-Reader/Tablet: Apple iPad	9,222	42.9%	118
HH Owns Smart TV	4,522	44.6%	108
Own Portable MP3 Player	1,959	9.1%	119
HH Owns 1 TV	1,695	16.7%	85
HH Owns 2 TVs	2,748	27.1%	98
HH Owns 3 TVs	2,362	23.3%	106
HH Owns 4+ TVs	2,619	25.9%	118
HH Subscribes to Cable TV	3,667	36.2%	128
HH Subscribes to Fiber Optic TV	487	4.8%	149
HH Owns Portable GPS Device	1,945	19.2%	116
HH Purchased Video Game System/12 Mo	657	6.5%	92
HH Owns Internet Video Device for TV	5,717	56.4%	107
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	15,173	70.6%	114
Took 3+ Domestic Non-Business Trips/12 Mo	4,742	22.1%	121
Spent \$1-999 on Domestic Vacations/12 Mo	2,299	10.7%	97
Spent \$1K-1499 on Domestic Vacations/12 Mo	1,661	7.7%	111
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,265	5.9%	123
Spent \$2K-2999 on Domestic Vacations/12 Mo	1,471	6.8%	122
Spent \$3K+ on Domestic Vacations/12 Mo	3,633	16.9%	142
Used Intrnt Travel Site for Domestic Trip/12 Mo	1,501	7.0%	109
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	7,552	35.1%	115
Took 3+ Foreign Trips by Plane/3 Yrs	1,393	6.5%	117
Spent \$1-999 on Foreign Vacations/12 Mo	994	4.6%	109
Spent \$1K-2999 on Foreign Vacations/12 Mo	967	4.5%	104
Spent \$3K+ on Foreign Vacations/12 Mo	2,685	12.5%	129
Used General Travel Site: Foreign Trip/3 Yrs	1,380	6.4%	120
Spent Night at Hotel or Motel/12 Mo	13,298	61.9%	113
Took Cruise of More Than One Day/3 Yrs	2,319	10.8%	122
Member of Frequent Flyer Program	8,031	37.4%	136
Member of Hotel Rewards Program	7,915	36.8%	125

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Demographic Summary		2025	2030
Population		69,024	72,813
Population 18+		53,552	57,023
Households		24,375	25,783
Median Household Income		\$138,592	\$156,172

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	35,234	65.8%	104
Bought Women`s Clothing/12 Mo	28,836	53.9%	103
Bought Shoes/12 Mo	41,477	77.5%	102
Bought Fine Jewelry/12 Mo	11,142	20.8%	95
Bought Watch/12 Mo	6,402	11.9%	93
Automobiles (Households)			
HH Owns or Leases Any Vehicle	23,126	94.9%	106
HH Bought or Leased New Vehicle/12 Mo	2,743	11.3%	133
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	49,968	93.3%	105
Bought or Changed Motor Oil/12 Mo	28,709	53.6%	99
Had Vehicle Tune-Up/12 Mo	13,228	24.7%	107
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	16,997	31.7%	83
Drank Beer or Ale/6 Mo	21,654	40.4%	109
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	5,733	10.7%	126
Own Digital SLR Camera or Camcorder	7,049	13.2%	136
Printed Digital Photos/12 Mo	15,598	29.1%	117
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	17,338	32.4%	94
Have a Smartphone	51,258	95.7%	102
Have Android Phone (Any Brand) Smartphone	16,580	31.0%	82
Have Apple iPhone Smartphone	35,715	66.7%	114
HH Owns 1 Cell Phone	5,426	22.3%	74
HH Owns 2 Cell Phones	10,412	42.7%	110
HH Owns 3+ Cell Phones	8,123	33.3%	116
HH Has Cell Phone Only (No Landline Telephone)	17,239	70.7%	94
Computers (Households)			
HH Owns Computer	22,092	90.6%	109
HH Owns Desktop Computer	10,387	42.6%	114
HH Owns Laptop or Notebook	18,352	75.3%	109
HH Owns Apple/Mac Brand Computer	7,269	29.8%	120
HH Owns PC/Non-Apple Brand Computer	18,269	75.0%	108
HH Purchased Most Recent Home Computer at Store	9,325	38.3%	109
HH Purchased Most Recent Home Computer Online	7,468	30.6%	114
HH Spent \$1-499 on Most Recent Home Computer	3,075	12.6%	97
HH Spent \$500-999 on Most Recent Home Computer	5,045	20.7%	117
HH Spent \$1K-1499 on Most Recent Home Computer	3,204	13.1%	118
HH Spent \$1500-1999 on Most Recent Home Computer	1,167	4.8%	117
HH Spent \$2K+ on Most Recent Home Computer	1,919	7.9%	125

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	34,053	63.6%	96
Bought Brewed Coffee at C-Store/30 Days	6,867	12.8%	102
Bought Cigarettes at C-Store/30 Days	1,898	3.5%	62
Bought Gas at C-Store/30 Days	20,640	38.5%	94
Spent \$1-19 at C-Store/30 Days	4,066	7.6%	120
Spent \$20-39 at C-Store/30 Days	4,257	8.0%	98
Spent \$40-50 at C-Store/30 Days	3,213	6.0%	95
Spent \$51-99 at C-Store/30 Days	2,712	5.1%	95
Spent \$100+ at C-Store/30 Days	11,437	21.4%	87
Entertainment (Adults)			
Attended Movie/6 Mo	30,077	56.2%	106
Went to Live Theater/12 Mo	7,921	14.8%	127
Went to Bar or Night Club/12 Mo	11,340	21.2%	109
Dined Out/12 Mo	33,824	63.2%	112
Gambled at Casino/12 Mo	7,353	13.7%	107
Visited Theme Park/12 Mo	10,113	18.9%	100
Viewed Movie (Video-on-Demand)/30 Days	6,226	11.6%	142
Viewed TV Show (Video-on-Demand)/30 Days	4,222	7.9%	144
Used Internet to Download Movie/30 Days	3,889	7.3%	107
Downloaded Individual Song/6 Mo	9,592	17.9%	99
Used Internet to Watch Movie/30 Days	18,121	33.8%	96
Used Internet to Watch TV Program/30 Days	12,364	23.1%	102
Played (Console) Video or Electronic Game/12 Mo	5,959	11.1%	87
Played (Portable) Video or Electronic Game/12 Mo	3,550	6.6%	91
Financial (Adults)			
Have 1st Home Mortgage	23,751	44.4%	126
Used ATM or Cash Machine/12 Mo	33,308	62.2%	103
Own Any Stock	10,337	19.3%	141
Own U.S. Savings Bonds	5,326	9.9%	133
Own Shares in Mutual Fund (Stocks)	8,797	16.4%	137
Own Shares in Mutual Fund (Bonds)	5,687	10.6%	139
Have Interest Checking Account	24,511	45.8%	122
Have Non-Interest Checking Account	20,026	37.4%	103
Have Savings Account	41,975	78.4%	109
Have 401(k) Retirement Savings Plan	15,675	29.3%	121
Own or Used Any Credit/Debit Card/12 Mo	50,745	94.8%	103
Avg \$1-110 Monthly Credit Card Expenditures	10,196	19.0%	97
Avg \$111-225 Monthly Credit Card Expenditures	7,025	13.1%	107
Avg \$226-450 Monthly Credit Card Expenditures	4,171	7.8%	93
Avg \$451-700 Monthly Credit Card Expenditures	4,835	9.0%	103
Avg \$701-1000 Monthly Credit Card Expenditures	4,809	9.0%	115
Avg \$1001-2000 Monthly Credit Card Expenditures	8,026	15.0%	130
Avg \$2001+ Monthly Credit Card Expenditures	11,158	20.8%	155
Did Banking Online/12 Mo	33,370	62.3%	112
Did Banking by Mobile Device/12 Mo	27,485	51.3%	105

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HH Used Chicken (Fresh or Frozen)/6 Mo	19,323	79.3%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	5,478	22.5%	112
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	14,651	60.1%	105
HH Used Fresh Fruit or Vegetables/6 Mo	22,605	92.7%	102
HH Used Fresh Milk/6 Mo	20,281	83.2%	102
HH Used Organic Food/6 Mo	6,615	27.1%	109
Health (Adults)			
Exercise at Home 2+ Times/Wk	27,564	51.5%	112
Exercise at Club 2+ Times/Wk	8,385	15.7%	118
Visited Doctor/12 Mo	45,332	84.7%	106
Used Vitamins or Dietary Supplements/6 Mo	37,145	69.4%	106
Home (Households)			
HH Did Home Improvement/12 Mo	10,009	41.1%	121
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	10,898	44.7%	131
HH Purchased Low Ticket HH Furnishing/12 Mo	5,328	21.9%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	6,002	24.6%	103
HH Bought Small Kitchen Appliance/12 Mo	5,499	22.6%	99
HH Purchased Large Appliance/12 Mo	4,817	19.8%	110
Insurance (Adults/Households)			
Currently Carry Life Insurance	30,469	56.9%	113
Personally Carry Any Med/Hosp/Accident Insur	48,005	89.6%	106
Homeowner Carries Home/Personal Property Insurance	38,627	72.1%	123
Renter Carries Home/Pers Property Insurance	5,710	10.7%	80
HH Has 1 Vehicle Covered w/Auto Insurance	6,598	27.1%	84
HH Has 2 Vehicles Covered w/Auto Insurance	8,851	36.3%	118
HH Has 3+ Vehicles Covered w/Auto Insurance	7,306	30.0%	118
Pets (Households)			
HH Owns Any Pet	13,578	55.7%	108
HH Owns Cat	5,614	23.0%	96
HH Owns Dog	10,359	42.5%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	8,309	15.5%	97
Buying American Is Important: 4-Agr Cmpl	14,682	27.4%	100
Buy Based on Quality Not Price: 4-Agr Cmpl	7,526	14.1%	99
Buy on Credit Rather Than Wait: 4-Agr Cmpl	6,650	12.4%	101
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	5,347	10.0%	100
Will Pay More for Env Safe Prods: 4-Agr Cmpl	5,505	10.3%	94
Buy Based on Price Not Brands: 4-Agr Cmpl	13,351	24.9%	91
Reading (Adults)			
Bought Digital Book/12 Mo	10,883	20.3%	115
Bought Hardcover Book/12 Mo	15,401	28.8%	111
Bought Paperback Book/12 Mo	20,009	37.4%	111
Read Daily Newspaper (Paper Version)	4,208	7.9%	112
Read Digital Newspaper/30 Days	29,311	54.7%	100
Read Magazine (Paper/Electronic Vers)/6 Mo	47,561	88.8%	102

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Retail Market Potential

21 Main St, Warrenton, Virginia, 20186 2
 21 Main St, Warrenton, Virginia, 20186
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 38.71383
 Longitude: -77.79488

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	40,442	75.5%	104
Went to Family Restrnt/SteakHse 4+ Times/30 Days	13,450	25.1%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	49,089	91.7%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	19,392	36.2%	91
Ordered Eat-In Fast Food/6 Mo	17,904	33.4%	101
Ordered Home Delivery Fast Food/6 Mo	5,595	10.4%	85
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	26,611	49.7%	102
Ordered Take-Out/Walk-In Fast Food/6 Mo	13,061	24.4%	107
Television & Electronics (Adults/Households)			
Own Tablet	32,750	61.2%	109
Own E-Reader	10,753	20.1%	123
Own E-Reader/Tablet: Apple iPad	23,679	44.2%	122
HH Owns Smart TV	10,988	45.1%	109
Own Portable MP3 Player	4,843	9.0%	118
HH Owns 1 TV	3,888	15.9%	81
HH Owns 2 TVs	6,470	26.5%	96
HH Owns 3 TVs	5,668	23.3%	106
HH Owns 4+ TVs	6,710	27.5%	126
HH Subscribes to Cable TV	8,584	35.2%	125
HH Subscribes to Fiber Optic TV	1,220	5.0%	155
HH Owns Portable GPS Device	4,718	19.4%	117
HH Purchased Video Game System/12 Mo	1,650	6.8%	96
HH Owns Internet Video Device for TV	13,980	57.4%	109
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	37,945	70.9%	115
Took 3+ Domestic Non-Business Trips/12 Mo	11,982	22.4%	122
Spent \$1-999 on Domestic Vacations/12 Mo	5,542	10.3%	94
Spent \$1K-1499 on Domestic Vacations/12 Mo	4,102	7.7%	110
Spent \$1500-1999 on Domestic Vacations/12 Mo	3,240	6.0%	127
Spent \$2K-2999 on Domestic Vacations/12 Mo	3,684	6.9%	123
Spent \$3K+ on Domestic Vacations/12 Mo	9,418	17.6%	148
Used Intrnt Travel Site for Domestic Trip/12 Mo	3,895	7.3%	113
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	19,376	36.2%	119
Took 3+ Foreign Trips by Plane/3 Yrs	3,743	7.0%	126
Spent \$1-999 on Foreign Vacations/12 Mo	2,569	4.8%	113
Spent \$1K-2999 on Foreign Vacations/12 Mo	2,375	4.4%	103
Spent \$3K+ on Foreign Vacations/12 Mo	6,967	13.0%	135
Used General Travel Site: Foreign Trip/3 Yrs	3,604	6.7%	126
Spent Night at Hotel or Motel/12 Mo	33,473	62.5%	115
Took Cruise of More Than One Day/3 Yrs	5,979	11.2%	126
Member of Frequent Flyer Program	20,801	38.8%	141
Member of Hotel Rewards Program	20,370	38.0%	129

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Demographic Summary		2025	2030
Population		193,278	200,340
Population 18+		147,814	156,011
Households		65,217	67,900
Median Household Income		\$154,273	\$169,348

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	97,702	66.1%	104
Bought Women`s Clothing/12 Mo	79,999	54.1%	104
Bought Shoes/12 Mo	115,326	78.0%	103
Bought Fine Jewelry/12 Mo	31,853	21.6%	98
Bought Watch/12 Mo	18,324	12.4%	97
Automobiles (Households)			
HH Owns or Leases Any Vehicle	61,757	94.7%	106
HH Bought or Leased New Vehicle/12 Mo	7,826	12.0%	141
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	137,373	92.9%	104
Bought or Changed Motor Oil/12 Mo	78,510	53.1%	98
Had Vehicle Tune-Up/12 Mo	36,555	24.7%	108
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	48,175	32.6%	85
Drank Beer or Ale/6 Mo	58,841	39.8%	107
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	15,827	10.7%	126
Own Digital SLR Camera or Camcorder	19,287	13.1%	135
Printed Digital Photos/12 Mo	42,869	29.0%	116
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	48,148	32.6%	94
Have a Smartphone	141,479	95.7%	102
Have Android Phone (Any Brand) Smartphone	44,350	30.0%	80
Have Apple iPhone Smartphone	100,271	67.8%	116
HH Owns 1 Cell Phone	14,202	21.8%	73
HH Owns 2 Cell Phones	27,002	41.4%	107
HH Owns 3+ Cell Phones	22,831	35.0%	122
HH Has Cell Phone Only (No Landline Telephone)	47,099	72.2%	96
Computers (Households)			
HH Owns Computer	59,177	90.7%	109
HH Owns Desktop Computer	28,027	43.0%	115
HH Owns Laptop or Notebook	48,919	75.0%	109
HH Owns Apple/Mac Brand Computer	20,213	31.0%	124
HH Owns PC/Non-Apple Brand Computer	48,613	74.5%	108
HH Purchased Most Recent Home Computer at Store	24,900	38.2%	109
HH Purchased Most Recent Home Computer Online	20,290	31.1%	115
HH Spent \$1-499 on Most Recent Home Computer	7,527	11.5%	89
HH Spent \$500-999 on Most Recent Home Computer	13,228	20.3%	114
HH Spent \$1K-1499 on Most Recent Home Computer	8,711	13.4%	120
HH Spent \$1500-1999 on Most Recent Home Computer	3,348	5.1%	126
HH Spent \$2K+ on Most Recent Home Computer	5,556	8.5%	135

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July 25, 2025

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	93,057	63.0%	96
Bought Brewed Coffee at C-Store/30 Days	18,563	12.6%	100
Bought Cigarettes at C-Store/30 Days	5,037	3.4%	60
Bought Gas at C-Store/30 Days	56,488	38.2%	93
Spent \$1-19 at C-Store/30 Days	11,139	7.5%	119
Spent \$20-39 at C-Store/30 Days	11,648	7.9%	98
Spent \$40-50 at C-Store/30 Days	8,665	5.9%	93
Spent \$51-99 at C-Store/30 Days	7,233	4.9%	92
Spent \$100+ at C-Store/30 Days	30,932	20.9%	85
Entertainment (Adults)			
Attended Movie/6 Mo	85,481	57.8%	109
Went to Live Theater/12 Mo	21,730	14.7%	126
Went to Bar or Night Club/12 Mo	30,475	20.6%	106
Dined Out/12 Mo	92,796	62.8%	112
Gambled at Casino/12 Mo	20,574	13.9%	108
Visited Theme Park/12 Mo	30,070	20.3%	108
Viewed Movie (Video-on-Demand)/30 Days	17,656	11.9%	146
Viewed TV Show (Video-on-Demand)/30 Days	11,565	7.8%	142
Used Internet to Download Movie/30 Days	11,222	7.6%	112
Downloaded Individual Song/6 Mo	26,839	18.2%	100
Used Internet to Watch Movie/30 Days	52,232	35.3%	100
Used Internet to Watch TV Program/30 Days	34,710	23.5%	104
Played (Console) Video or Electronic Game/12 Mo	17,421	11.8%	92
Played (Portable) Video or Electronic Game/12 Mo	10,354	7.0%	96
Financial (Adults)			
Have 1st Home Mortgage	67,616	45.7%	130
Used ATM or Cash Machine/12 Mo	91,269	61.8%	102
Own Any Stock	28,944	19.6%	143
Own U.S. Savings Bonds	13,743	9.3%	124
Own Shares in Mutual Fund (Stocks)	24,522	16.6%	138
Own Shares in Mutual Fund (Bonds)	15,527	10.5%	137
Have Interest Checking Account	67,908	45.9%	122
Have Non-Interest Checking Account	54,434	36.8%	101
Have Savings Account	115,825	78.4%	109
Have 401(k) Retirement Savings Plan	43,739	29.6%	122
Own or Used Any Credit/Debit Card/12 Mo	140,092	94.8%	103
Avg \$1-110 Monthly Credit Card Expenditures	27,639	18.7%	96
Avg \$111-225 Monthly Credit Card Expenditures	19,264	13.0%	106
Avg \$226-450 Monthly Credit Card Expenditures	11,099	7.5%	89
Avg \$451-700 Monthly Credit Card Expenditures	13,458	9.1%	104
Avg \$701-1000 Monthly Credit Card Expenditures	13,563	9.2%	118
Avg \$1001-2000 Monthly Credit Card Expenditures	22,434	15.2%	132
Avg \$2001+ Monthly Credit Card Expenditures	31,797	21.5%	160
Did Banking Online/12 Mo	92,561	62.6%	113
Did Banking by Mobile Device/12 Mo	78,249	52.9%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	61,839	94.8%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	51,147	78.4%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	14,215	21.8%	109
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	39,107	60.0%	105
HH Used Fresh Fruit or Vegetables/6 Mo	60,317	92.5%	102
HH Used Fresh Milk/6 Mo	53,752	82.4%	101
HH Used Organic Food/6 Mo	18,313	28.1%	113
Health (Adults)			
Exercise at Home 2+ Times/Wk	75,821	51.3%	112
Exercise at Club 2+ Times/Wk	23,642	16.0%	120
Visited Doctor/12 Mo	123,407	83.5%	105
Used Vitamins or Dietary Supplements/6 Mo	102,803	69.5%	107
Home (Households)			
HH Did Home Improvement/12 Mo	26,152	40.1%	118
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	29,390	45.1%	132
HH Purchased Low Ticket HH Furnishing/12 Mo	14,306	21.9%	105
HH Purchased Big Ticket HH Furnishing/12 Mo	16,579	25.4%	106
HH Bought Small Kitchen Appliance/12 Mo	14,776	22.7%	99
HH Purchased Large Appliance/12 Mo	12,924	19.8%	111
Insurance (Adults/Households)			
Currently Carry Life Insurance	83,881	56.8%	112
Personally Carry Any Med/Hosp/Accident Insur	131,973	89.3%	105
Homeowner Carries Home/Personal Property Insurance	105,001	71.0%	121
Renter Carries Home/Pers Property Insurance	16,534	11.2%	84
HH Has 1 Vehicle Covered w/Auto Insurance	17,825	27.3%	85
HH Has 2 Vehicles Covered w/Auto Insurance	23,268	35.7%	116
HH Has 3+ Vehicles Covered w/Auto Insurance	19,657	30.1%	119
Pets (Households)			
HH Owns Any Pet	34,773	53.3%	104
HH Owns Cat	13,928	21.4%	89
HH Owns Dog	26,496	40.6%	106
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	22,793	15.4%	96
Buying American Is Important: 4-Agr Cmpl	38,841	26.3%	96
Buy Based on Quality Not Price: 4-Agr Cmpl	20,964	14.2%	100
Buy on Credit Rather Than Wait: 4-Agr Cmpl	18,935	12.8%	104
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	13,957	9.4%	95
Will Pay More for Env Safe Prods: 4-Agr Cmpl	14,555	9.8%	90
Buy Based on Price Not Brands: 4-Agr Cmpl	36,330	24.6%	90
Reading (Adults)			
Bought Digital Book/12 Mo	31,026	21.0%	118
Bought Hardcover Book/12 Mo	41,880	28.3%	110
Bought Paperback Book/12 Mo	55,058	37.3%	110
Read Daily Newspaper (Paper Version)	10,064	6.8%	97
Read Digital Newspaper/30 Days	82,724	56.0%	103
Read Magazine (Paper/Electronic Vers)/6 Mo	131,802	89.2%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	112,527	76.1%	105
Went to Family Restrnt/SteakHse 4+ Times/30 Days	38,270	25.9%	106
Went to Fast Food/Drive-In Restaurant/6 Mo	136,183	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	55,609	37.6%	95
Ordered Eat-In Fast Food/6 Mo	50,521	34.2%	103
Ordered Home Delivery Fast Food/6 Mo	16,633	11.3%	92
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	74,407	50.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	36,162	24.5%	107
Television & Electronics (Adults/Households)			
Own Tablet	91,945	62.2%	111
Own E-Reader	30,376	20.6%	126
Own E-Reader/Tablet: Apple iPad	67,875	45.9%	127
HH Owns Smart TV	29,720	45.6%	110
Own Portable MP3 Player	12,737	8.6%	112
HH Owns 1 TV	10,504	16.1%	82
HH Owns 2 TVs	17,533	26.9%	97
HH Owns 3 TVs	14,741	22.6%	103
HH Owns 4+ TVs	18,048	27.7%	126
HH Subscribes to Cable TV	22,067	33.8%	120
HH Subscribes to Fiber Optic TV	3,230	5.0%	153
HH Owns Portable GPS Device	12,352	18.9%	114
HH Purchased Video Game System/12 Mo	4,414	6.8%	96
HH Owns Internet Video Device for TV	37,864	58.1%	110
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	104,697	70.8%	115
Took 3+ Domestic Non-Business Trips/12 Mo	33,101	22.4%	123
Spent \$1-999 on Domestic Vacations/12 Mo	14,591	9.9%	90
Spent \$1K-1499 on Domestic Vacations/12 Mo	11,383	7.7%	111
Spent \$1500-1999 on Domestic Vacations/12 Mo	9,329	6.3%	132
Spent \$2K-2999 on Domestic Vacations/12 Mo	9,876	6.7%	119
Spent \$3K+ on Domestic Vacations/12 Mo	26,295	17.8%	150
Used Intrnt Travel Site for Domestic Trip/12 Mo	11,434	7.7%	120
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	55,950	37.9%	124
Took 3+ Foreign Trips by Plane/3 Yrs	11,221	7.6%	137
Spent \$1-999 on Foreign Vacations/12 Mo	7,367	5.0%	117
Spent \$1K-2999 on Foreign Vacations/12 Mo	6,546	4.4%	103
Spent \$3K+ on Foreign Vacations/12 Mo	20,115	13.6%	141
Used General Travel Site: Foreign Trip/3 Yrs	10,355	7.0%	131
Spent Night at Hotel or Motel/12 Mo	93,049	63.0%	115
Took Cruise of More Than One Day/3 Yrs	17,610	11.9%	135
Member of Frequent Flyer Program	60,212	40.7%	148
Member of Hotel Rewards Program	58,067	39.3%	134

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