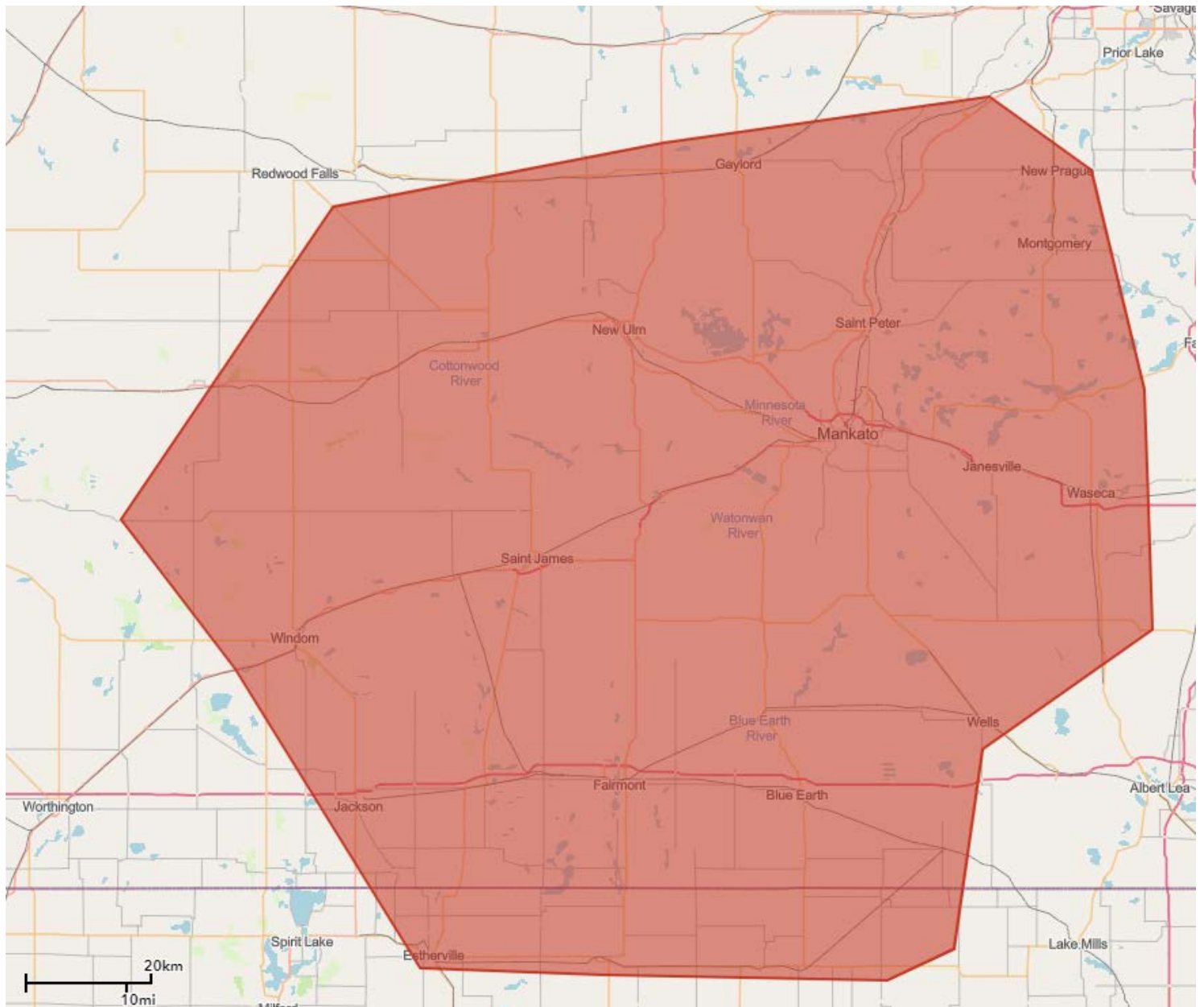


Site Map

Retail Trade Area
Area: 6,791.53 square miles

Prepared by Esri





Disposable Income Profile

Market Analysis Trade Area
Area: 6,816.19 square miles

Prepared by Esri

	Census 2010	2022	2027	2022-2027 Change	2022-2027 Annual Rate
Population	276,030	281,610	282,625	1,015	0.07%
Median Age	38.0	39.6	40.4	0.8	0.40%
Households	109,477	113,099	113,790	691	0.12%
Average Household Size	2.41	2.38	2.38	0.00	0.00%

2022 Households by Disposable Income	Number	Percent
Total	113,099	100.0%
<\$15,000	9,720	8.6%
\$15,000-\$24,999	9,518	8.4%
\$25,000-\$34,999	12,235	10.8%
\$35,000-\$49,999	17,766	15.7%
\$50,000-\$74,999	26,990	23.9%
\$75,000-\$99,999	14,995	13.3%
\$100,000-\$149,999	16,772	14.8%
\$150,000-\$199,999	2,803	2.5%
\$200,000+	2,299	2.0%
Median Disposable Income	\$54,694	
Average Disposable Income	\$67,390	

2022 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	6,076	16,856	17,505	16,584	21,579	18,086	16,413
<\$15,000	1,215	1,398	788	869	1,699	1,358	2,394
\$15,000-\$24,999	979	930	624	553	1,347	1,687	3,398
\$25,000-\$34,999	779	2,463	881	980	1,705	2,252	3,175
\$35,000-\$49,999	1,406	2,658	2,208	2,132	3,269	3,534	2,560
\$50,000-\$74,999	950	4,443	4,703	4,240	5,518	4,712	2,423
\$75,000-\$99,999	440	2,337	3,648	3,044	3,056	1,683	788
\$100,000-\$149,999	274	2,106	3,517	3,430	3,867	2,265	1,313
\$150,000-\$199,999	20	335	637	741	486	353	231
\$200,000+	14	185	499	594	632	243	131
Median Disposable Income	\$35,444	\$53,607	\$71,496	\$70,912	\$59,700	\$50,666	\$31,919
Average Disposable Income	\$41,409	\$63,583	\$82,196	\$84,298	\$73,455	\$61,919	\$46,101

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

February 23, 2023



Retail Market Potential

Market Analysis Trade Area
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Demographic Summary		2022	2027
Population		281,610	282,625
Population 18+		222,840	222,708
Households		113,099	113,790
Median Household Income		\$68,773	\$78,623

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	124,996	56.1%	102
Bought any women's clothing in last 12 months	109,018	48.9%	101
Bought any shoes in last 12 months	159,392	71.5%	99
Bought any fine jewelry in last 12 months	39,043	17.5%	91
Bought a watch in last 12 months	28,943	13.0%	91
Automobiles (Households)			
HH owns/leases any vehicle	104,907	92.8%	104
HH bought/leased new vehicle last 12 months	10,312	9.1%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	203,354	91.3%	103
Bought/changed motor oil in last 12 months	117,115	52.6%	110
Had tune-up in last 12 months	53,274	23.9%	98
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	87,853	39.4%	100
Drank beer/ale in last 6 months	88,110	39.5%	97
Cameras (Adults)			
Own digital point & shoot camera/camcorder	24,154	10.8%	111
Own digital SLR camera/camcorder	20,163	9.0%	92
Printed digital photos in last 12 months	58,027	26.0%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	71,934	32.3%	99
Have a smartphone	200,387	89.9%	98
Have a smartphone: Android phone (any brand)	94,106	42.2%	106
Have a smartphone: Apple iPhone	106,934	48.0%	91
Number of cell phones in household: 1	35,277	31.2%	102
Number of cell phones in household: 2	47,314	41.8%	109
Number of cell phones in household: 3+	28,568	25.3%	87
HH has cell phone only (no landline telephone)	76,778	67.9%	101
Computers (Households)			
HH owns a computer	90,515	80.0%	98
HH owns desktop computer	43,625	38.6%	102
HH owns laptop/notebook	71,719	63.4%	97
HH owns any Apple/Mac brand computer	20,154	17.8%	80
HH owns any PC/non-Apple brand computer	77,384	68.4%	103
HH purchased most recent computer in a store	42,582	37.7%	102
HH purchased most recent computer online	24,623	21.8%	97
HH spent \$1-\$499 on most recent home computer	19,635	17.4%	112
HH spent \$500-\$999 on most recent home computer	23,153	20.5%	108
HH spent \$1,000-\$1,499 on most recent home computer	12,285	10.9%	91
HH spent \$1,500-\$1,999 on most recent home computer	5,209	4.6%	88
HH spent \$2,000+ on most recent home computer	4,083	3.6%	76

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.

February 23, 2023

Retail Market Potential

Market Analysis Trade Area
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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	152,358	68.4%	109
Bought brewed coffee at convenience store in last 30 days	28,131	12.6%	102
Bought cigarettes at convenience store in last 30 days	20,115	9.0%	126
Bought gas at convenience store in last 30 days	102,767	46.1%	122
Spent at convenience store in last 30 days: \$1-19	16,293	7.3%	96
Spent at convenience store in last 30 days: \$20-\$39	23,405	10.5%	103
Spent at convenience store in last 30 days: \$40-\$50	21,139	9.5%	111
Spent at convenience store in last 30 days: \$51-\$99	15,268	6.9%	113
Spent at convenience store in last 30 days: \$100+	54,641	24.5%	120
Entertainment (Adults)			
Attended a movie in last 6 months	101,688	45.6%	95
Went to live theater in last 12 months	21,046	9.4%	94
Went to a bar/night club in last 12 months	38,152	17.1%	101
Dined out in last 12 months	117,088	52.5%	104
Gambled at a casino in last 12 months	23,623	10.6%	93
Visited a theme park in last 12 months	26,415	11.9%	83
Viewed movie (video-on-demand) in last 30 days	23,146	10.4%	80
Viewed TV show (video-on-demand) in last 30 days	14,826	6.7%	79
Watched any pay-per-view TV in last 12 months	12,215	5.5%	85
Downloaded a movie over the Internet in last 30 days	13,891	6.2%	82
Downloaded any individual song in last 6 months	39,194	17.6%	90
Used internet to watch a movie online in the last 30 days	68,615	30.8%	90
Used internet to watch a TV program online in last 30 days	45,754	20.5%	94
Played a video/electronic game (console) in last 12 months	25,779	11.6%	98
Played a video/electronic game (portable) in last 12 months	13,137	5.9%	99
Financial (Adults)			
Have home mortgage (1st)	77,922	35.0%	97
Used ATM/cash machine in last 12 months	126,477	56.8%	94
Own any stock	23,733	10.7%	89
Own U.S. savings bond	14,555	6.5%	106
Own shares in mutual fund (stock)	24,191	10.9%	97
Own shares in mutual fund (bonds)	15,320	6.9%	98
Have interest checking account	82,372	37.0%	105
Have non-interest checking account	81,806	36.7%	104
Have savings account	153,772	69.0%	101
Have 401K retirement savings plan	48,212	21.6%	99
Own/used any credit/debit card in last 12 months	197,434	88.6%	100
Avg monthly credit card expenditures: \$1-110	28,444	12.8%	107
Avg monthly credit card expenditures: \$111-\$225	17,894	8.0%	102
Avg monthly credit card expenditures: \$226-\$450	20,024	9.0%	102
Avg monthly credit card expenditures: \$451-\$700	16,985	7.6%	95
Avg monthly credit card expenditures: \$701-\$1,000	16,061	7.2%	96
Avg monthly credit card expenditures: \$1001-2000	22,273	10.0%	100
Avg monthly credit card expenditures: \$2001+	15,568	7.0%	79
Did banking online in last 12 months	114,951	51.6%	97
Did banking on mobile device in last 12 months	86,974	39.0%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	107,546	95.1%	101
HH used chicken (fresh or frozen) in last 6 months	78,203	69.1%	101
HH used turkey (fresh or frozen) in last 6 months	17,316	15.3%	106
HH used fish/seafood (fresh or frozen) in last 6 months	61,537	54.4%	93
HH used fresh fruit/vegetables in last 6 months	98,527	87.1%	100
HH used fresh milk in last 6 months	96,363	85.2%	103
HH used organic food in last 6 months	22,469	19.9%	80
Health (Adults)			
Exercise at home 2+ times per week	86,374	38.8%	96
Exercise at club 2+ times per week	25,304	11.4%	83
Visited a doctor in last 12 months	180,115	80.8%	102
Used vitamin/dietary supplement in last 6 months	131,653	59.1%	97
Home (Households)			
HH did any home improvement in last 12 months	39,728	35.1%	103
HH used any maid/professional cleaning service in last 12 months	19,449	17.2%	84
HH purchased low ticket HH furnishings in last 12 months	24,279	21.5%	99
HH purchased big ticket HH furnishings in last 12 months	29,317	25.9%	99
HH bought any small kitchen appliance in last 12 months	28,003	24.8%	97
HH bought any large kitchen appliance in last 12 months	17,510	15.5%	100
Insurance (Adults/Households)			
Currently carry life insurance	113,787	51.1%	106
Carry medical/hospital/accident insurance	184,305	82.7%	102
Carry homeowner/personal property insurance	138,327	62.1%	110
Carry renter's insurance	20,926	9.4%	88
HH has auto insurance: 1 vehicle in household covered	29,705	26.3%	89
HH has auto insurance: 2 vehicles in household covered	35,706	31.6%	102
HH has auto insurance: 3+ vehicles in household covered	34,169	30.2%	122
Pets (Households)			
Household owns any pet	68,091	60.2%	115
Household owns any cat	34,158	30.2%	131
Household owns any dog	51,101	45.2%	114
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	92,749	41.6%	118
Buy based on quality not price	35,158	15.8%	92
Buy on credit rather than wait	26,622	11.9%	90
Only use coupons brands: usually buy	31,156	14.0%	102
Will pay more for environmentally safe products	26,563	11.9%	87
Buy based on price not brands	68,571	30.8%	107
Am interested in how to help the environment	39,327	17.6%	86
Reading (Adults)			
Bought digital book in last 12 months	36,456	16.4%	94
Bought hardcover book in last 12 months	53,554	24.0%	99
Bought paperback book in last 12 month	70,661	31.7%	102
Read any daily newspaper (paper version)	31,869	14.3%	93
Read any digital newspaper in last 30 days	99,832	44.8%	90
Read any magazine (paper/electronic version) in last 6 months	193,491	86.8%	98

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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	153,988	69.1%	103
Went to family restaurant/steak house: 4+ times a month	47,302	21.2%	102
Went to fast food/drive-in restaurant in last 6 months	202,192	90.7%	100
Went to fast food/drive-in restaurant 9+ times/month	85,516	38.4%	101
Fast food restaurant last 6 months: eat in	57,527	25.8%	114
Fast food restaurant last 6 months: home delivery	20,436	9.2%	79
Fast food restaurant last 6 months: take-out/drive-thru	134,265	60.3%	107
Fast food restaurant last 6 months: take-out/walk-in	41,904	18.8%	88
Television & Electronics (Adults/Households)			
Own any tablet	119,868	53.8%	96
Own any e-reader	25,390	11.4%	93
Own e-reader/tablet: iPad	67,883	30.5%	88
HH has Internet connectable TV	48,972	43.3%	102
Own any portable MP3 player	28,697	12.9%	94
HH owns 1 TV	20,261	17.9%	91
HH owns 2 TVs	31,964	28.3%	103
HH owns 3 TVs	26,530	23.5%	106
HH owns 4+ TVs	22,933	20.3%	98
HH subscribes to cable TV	36,908	32.6%	88
HH subscribes to fiber optic	3,731	3.3%	61
HH owns portable GPS navigation device	26,349	23.3%	113
HH purchased video game system in last 12 months	6,186	5.5%	71
HH owns any Internet video device for TV	48,700	43.1%	95
Travel (Adults)			
Took domestic trip in continental US last 12 months	117,895	52.9%	99
Took 3+ domestic non-business trips in last 12 months	26,771	12.0%	95
Spent on domestic vacations in last 12 months: \$1-999	28,819	12.9%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	12,661	5.7%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	8,042	3.6%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	8,483	3.8%	101
Spent on domestic vacations in last 12 months: \$3,000+	12,344	5.5%	87
Domestic travel in last 12 months: used general travel website	13,493	6.1%	102
Took foreign trip (including Alaska and Hawaii) in last 3 years	57,132	25.6%	77
Took 3+ foreign trips by plane in last 3 years	10,539	4.7%	60
Spent on foreign vacations in last 12 months: \$1-999	12,808	5.7%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,073	2.7%	71
Spent on foreign vacations in last 12 months: \$3,000+	9,126	4.1%	68
Foreign travel in last 3 years: used general travel website	9,535	4.3%	66
Nights spent in hotel/motel in last 12 months: any	100,200	45.0%	99
Took cruise of more than one day in last 3 years	20,675	9.3%	86
Member of any frequent flyer program	43,150	19.4%	78
Member of any hotel rewards program	55,329	24.8%	96

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