Demographic Summary	2023	2028
Population	14,367	14,241
Population 18+	9,190	9,034
Households	3,499	3,487
Median Household Income	$44,698	$49,962

Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Own Tablet	4,852	52.8%	90
Own E-Reader	846	9.2%	64
Own E-Reader/Tablet: Amazon Fire	1,303	14.2%	100
Own E-Reader/Tablet: Amazon Kindle	1,793	19.5%	83
Own E-Reader/Tablet: Apple iPad	2,525	27.5%	74
Own E-Reader/Tablet: Barnes & Noble Nook	186	2.0%	91
Own E-Reader/Tablet: Microsoft Surface	224	2.4%	85
Own E-Reader/Tablet: Samsung Galaxy Tab	1,187	12.9%	115
Own Portable MP3 Player	920	10.0%	90
Own Apple Watch Wearable Technology	1,561	17.0%	103
Own Fitbit Wearable Technology	1,102	12.0%	78
Own Garmin Wearable Technology	191	2.1%	63
Own Digital Camcorder	632	6.9%	85
Own Digital Point and Shoot Camera/Camcorder	651	7.1%	64
Own Digital SLR Camera or Camcorder	674	7.3%	68
Own 35mm Camera or Camcorder	436	4.7%	67
Own Telephoto/Zoom Lens for Camera	350	3.8%	59
Own Wide Angle Lens for Camera	314	3.4%	71
Own Selfie Stick for Camera or Phone	530	5.8%	87
Printed Digital Photos/12 Mo	2,143	23.3%	86
Use Computer at Work	2,825	30.7%	71
Use Desktop Computer at Work	1,315	14.3%	74
Use Laptop or Notebook Computer at Work	1,405	15.3%	63
HH Owns Computer	2,658	76.0%	89
HH Purchased Most Recent Home Computer/12 Mo	499	14.3%	101
HH Owns Desktop Computer	1,176	33.6%	84
HH Owns Laptop or Notebook	2,188	62.5%	89
HH Has Child (<18 Yrs) Using Home Computer	473	13.5%	115
HH Owns Apple/Mac Brand Computer	591	16.9%	70
HH Owns PC/Non-Apple Brand Computer	2,332	66.6%	94
HH Purchased 1-2 Yrs Ago Most Recent Computer	518	14.8%	78
HH Purchased 3-4 Yrs Ago Most Recent Computer	512	14.6%	76
HH Purchased 5+ Yrs Ago Most Recent Computer	480	13.7%	78
HH Purchased Most Recent Home Computer at Store	1,138	32.5%	83
HH Purchased Most Recent Home Computer Online	829	23.7%	86
HH Spent $1-499 on Most Recent Home Computer	564	16.1%	102
HH Spent $500-999 on Most Recent Home Computer	570	16.3%	80
HH Spent $1K-1499 on Most Recent Home Computer	287	8.2%	68
HH Spent $1500-1999 on Most Recent Home Computer	78	2.2%	48
HH Spent $2K+ on Most Recent Home Computer	140	4.0%	74
HH Owns Webcam	801	22.9%	87
HH Owns Wireless Router	856	24.5%	69
HH Owns All-In-One Printer (Print Copy Scan)	1,768	50.5%	84
HH Owns Accounting Software	157	4.5%	69

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Communications or Fax Software	95	2.7%	67
HH Owns Database or Filing Software	140	4.0%	74
HH Owns Desktop Publishing Software	145	4.1%	57
HH Owns Education or Training Software	285	8.1%	89
HH Owns Entertainment or Games Software	756	21.6%	89
HH Owns Personal Finance or Tax Prep Software	345	9.9%	62
HH Owns Presentation Graphics Software	160	4.6%	71
HH Owns Multimedia Software	277	7.9%	79
HH Owns Networking Software	295	8.4%	87
HH Owns Online Mtg or Conference Software	463	13.2%	77
HH Owns Online or Remote Backup Software	151	4.3%	64
HH Owns Security or Anti-Virus Software	741	21.2%	83
HH Owns Spreadsheet Software	675	19.3%	69
HH Owns Touch Screen Monitor	370	10.6%	83
HH Owns Utility Software	120	3.4%	64
HH Owns Web Authoring Software	44	1.3%	77
HH Owns Word Processing Software	972	27.8%	73
HH Owns CD Player	444	12.7%	71
HH Owns Portable GPS Device	578	16.5%	79
HH Owns Ear Buds Headphones	1,778	50.8%	94
HH Owns Bluetooth or Wireless Headphones	1,397	39.9%	92
HH Owns Noise Reduction Headphones	644	18.4%	88
HH Owns Headphones w/Microphone	776	22.2%	94
HH Owns Home Theater or Entertainment System	536	15.3%	93
HH Owns 1 TV	572	16.3%	90
HH Owns 2 TVs	940	26.9%	95
HH Owns 3 TVs	855	24.4%	107
HH Owns 4+ TVs	763	21.8%	97
HH Owns LCD TV	796	22.7%	87
HH Owns LED TV	1,485	42.4%	92
HH Owns OLED TV	189	5.4%	85
HH Owns Plasma TV	464	13.3%	122
HH Owns HDTV	1,235	35.3%	87
HH Owns 4K Ultra HDTV	1,028	29.4%	106
HH Owns Internet Connectable TV	1,342	38.4%	89
HH Owns <27 in Screen TV (Small)	433	12.4%	95
HH Owns 27-35 in Screen TV (Medium)	906	25.9%	89
HH Owns 36-42 in Screen TV (Large)	1,051	30.0%	88
HH Owns 43-54 in Screen TV (XL)	1,192	34.1%	95
HH Owns 55-69 in Screen TV (XXL)	1,285	36.7%	98
HH Owns 70 in+ Screen TV (XXXL)	271	7.7%	103
HH Most Recent TV Purchase: <27 in (Small)	181	5.2%	109
HH Most Recent TV Purchase: 27-35 in (Medium)	410	11.7%	92
HH Most Recent TV Purchase: 36-42 in (Large)	513	14.7%	87
HH Most Recent TV Purchase: 43-54 in (XL)	662	18.9%	96
HH Most Recent TV Purchase: 55-69 in (XXL)	982	28.1%	99
HH Most Recent TV Purchase: 70+ in (XXXL)	227	6.5%	111
HH Owns Internet Video Device for TV	1,695	48.4%	92
HH Owns Amazon Fire Internet Device for TV	823	23.5%	89
HH Owns Apple TV Internet Device for TV	214	6.1%	63
HH Owns Google Chromecast Intrnt Device for TV	252	7.2%	91
HH Owns Roku Internet Device for TV	919	26.3%	102
HH Owns Handheld Video Game System	648	18.5%	108
HH Owns Video Game System Attached to TV/Comp	1,571	44.9%	108
HH Owns Nintendo DS/2DS/3DS Video Game System	237	6.8%	102

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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 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
HH Owns Nintendo Switch Video Game System	553	15.8%	109
HH Owns Nintendo Wii/Wii U Video Game System	266	7.6%	79
HH Owns PlayStation 2/3 Video Game System	301	8.6%	105
HH Owns PlayStation 4 Video Game System	795	22.7%	133
HH Owns Xbox 360 Video Game System	373	10.7%	111
HH Owns Xbox One Video Game System	521	14.9%	115
HH Purchased Video Game System/12 Mo	300	8.6%	107
HH Purchased 1 Video Game/12 Mo	86	2.5%	106
HH Purchased 2 Video Games/12 Mo	117	3.3%	108
HH Purchased 3 Video Games/12 Mo	103	2.9%	124
HH Purchased 4 Video Games/12 Mo	82	2.3%	121
HH Purchased 5+ Video Games/12 Mo	215	6.1%	100
HH Spent $1-100 on Video Games/12 Mo	369	10.5%	118
HH Spent $101-200 on Video Games/12 Mo	169	4.8%	98
HH Spent $201+ on Video Games/12 Mo	146	4.2%	112
HH Purchased Video Game from Disc Dept Store/12 Mo	87	2.5%	101
HH Purchased Video Game from Electronics Store/12 Mo	117	3.3%	104
HH Purchased Video Games from Game Console/12 Mo	162	4.6%	91
HH Purchased Video Game from GameStop/12 Mo	259	7.4%	113
HH Purchased Video Game from Steam/12 Mo	74	2.1%	85
HH Purchased Video Game from Oth Online/12 Mo	232	6.6%	86
HH Purchased Video Game System/Disc Dept Store/12 Mo	59	1.7%	128
HH Purchased Video Game System/Electr Store/12 Mo	66	1.9%	103
HH Purchased Video Game System/GameStop/12 Mo	65	1.9%	97
HH Purchased Video Game System/Other Online/12 Mo	98	2.8%	96
Have Internet Access at Home	8,651	94.1%	97
Broadband/High Speed Internet Connection at Home	8,197	89.2%	96
Cable Modem Internet Connection at Home	3,612	39.3%	92
DSL Internet Connection at Home	980	10.7%	103
Fiber Optic Internet Connection at Home	1,054	11.5%	66
Satellite Service Internet Connection at Home	509	5.5%	158
Spend <0.5 Hrs Online (Excluding Email) Daily	438	4.8%	103
Spend 0.5-0.9 Hrs Online (Excluding Email) Daily	649	7.1%	91
Spend 1-1.9 Hrs Online (Excluding Email) Daily	1,355	14.7%	87
Spend 2-4.9 Hrs Online (Excluding Email) Daily	2,584	28.1%	92
Spend 5-9.9 Hrs Online (Excluding Email) Daily	2,248	24.5%	109
Spend 10+ Hrs Online (Excluding Email) Daily	1,160	12.6%	113
Used Internet/30 Days	8,813	95.9%	99
Used Internet at Home/30 Days	8,251	89.8%	96
Used Internet at Work/30 Days	2,664	29.0%	78
Used Internet at School or Library/30 Days	715	7.8%	116
Used Internet Not Home/Work/School/Library/30 Days	2,406	26.2%	74
Used Computer to Access Internet/30 Days	6,161	67.0%	84
Used Cell Phone to Access Internet/30 Days	7,743	84.3%	99
Used Tablet to Access Internet/30 Days	2,671	29.1%	79
Used Vid Game Console to Access Internet/30 Days	1,097	11.9%	117
Used TV to Access Internet/30 Days	2,587	28.2%	103
Used Internet for Email/30 Days	6,882	74.9%	89
Used Internet for IM/30 Days	7,470	81.3%	100
Used Internet for Phone Call/30 Days	3,304	36.0%	99
Used Internet for Video Chat/30 Days	3,101	33.7%	93

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Used Internet for Personal Purchase/30 Days	5,646	61.4%	85
Used Internet for Business Purchase/30 Days	933	10.2%	77
Used Internet for Latest News/30 Days	3,717	40.4%	77
Used Internet for Sports News or Info/30 Days	1,723	18.7%	69
Used Internet for Financial Info/30 Days	1,867	20.3%	65
Used Internet for Medical Info/30 Days	2,156	23.5%	72
Used Internet for Movie Listings/Times/30 Days	903	9.8%	92
Used Internet for Parenting Info/30 Days	348	3.8%	86
Used Internet for Real Estate Info/30 Days	891	9.7%	64
Used Internet for Recipes/30 Days	4,262	46.4%	87
Used Internet to Add Video to Website/30 Days	647	7.0%	97
Used Internet to Download Movie/30 Days	505	5.5%	91
Used Internet to Download Music/30 Days	1,461	15.9%	103
Used Internet to Download TV Program/30 Days	201	2.2%	69
Used Internet to Download Video Game/30 Days	1,477	16.1%	118
Used Internet to Look for Employment/30 Days	1,099	12.0%	94
Used Internet for Online Dating/30 Days	348	3.8%	111
Used Internet to Pay Bills/30 Days	5,168	56.2%	90
Used Internet to Play Games/30 Days	3,384	36.8%	99
Used Internet to Research Vehicle Purch/30 Days	778	8.5%	85
Used Internet to Send Greeting Card/30 Days	297	3.2%	72
Used Internet to Share Photos on Website/30 Days	2,290	24.9%	91
Used Internet to Take Online Class/30 Days	925	10.1%	78
Used Internet to Trade/Track Investments/30 Days	796	8.7%	46
Used Internet for Travel Plans/30 Days	1,001	10.9%	61
Used Internet to Visit Blogs/30 Days	760	8.3%	71
Used Internet to Write Blogs/30 Days	89	1.0%	78
Used Internet to Visit Chat Room/30 Days	482	5.2%	87
Used Internet to Watch Movie/30 Days	3,138	34.1%	100
Used Internet to Watch TV Program/30 Days	1,563	17.0%	77
Used Nintendo Switch Online Gaming Svc/30 Days	476	5.2%	130
Used PlayStation Network Gaming Svc/30 Days	953	10.4%	150
Used Xbox Network Gaming Svc/30 Days	680	7.4%	122
Played Massive Multi-Player Online Game/30 Days	348	3.8%	116
Used Spanish Language Website or App/30 Days	979	10.7%	224
Social Media: Used Facebook/30 Days	6,147	66.9%	104
Social Media: Used Instagram/30 Days	3,287	35.8%	95
Social Media: Used LinkedIn/30 Days	580	6.3%	45
Social Media: Used Reddit/30 Days	689	7.5%	73
Social Media: Used Shutterfly/30 Days	145	1.6%	61
Social Media: Used Snapchat/30 Days	2,404	26.2%	127
Social Media: Used TikTok/30 Days	2,249	24.5%	135
Social Media: Used Tumblr/30 Days	135	1.5%	78
Social Media: Used Twitch/30 Days	404	4.4%	111
Social Media: Used Twitter/30 Days	1,444	15.7%	88
Social Media: Used Yelp/30 Days	203	2.2%	37
Social Media: Used YouTube/30 Days	5,083	55.3%	103
Social Media: Used Pinterest/30 Days	1,594	17.3%	92

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Product/Consumer Behavior	Expected Number of Adults or	Percent	MPI
Social Media: Applied Filter to Picture/30 Days	1,125	12.2%	118
Social Media: Clicked on Ad/30 Days	1,154	12.6%	85
Social Media: Commented on Friend's Post/30 Days	3,720	40.5%	96
Social Media: Communicated Via IM/30 Days	1,987	21.6%	89
Social Media: Followed/Became Fan/30 Days	2,075	22.6%	96
Social Media: Invited People to Event/30 Days	430	4.7%	111
Social Media: Liked Something/30 Days	3,029	33.0%	94
Social Media: Played Game/30 Days	1,826	19.9%	116
Social Media: Posted Blog/30 Days	113	1.2%	75
Social Media: Posted/Shared Video/30 Days	1,612	17.5%	107
Social Media: Posted Picture/30 Days	3,739	40.7%	102
Social Media: Posted Update/30 Days	2,518	27.4%	110
Social Media: Posted Website Link/30 Days	894	9.7%	104
Social Media: Posted/Shared My Location/30 Days	523	5.7%	113
Social Media: Rated Product or Service/30 Days	721	7.8%	102
Social Media: Saw Friend`s Profile/30 Days	3,591	39.1%	90
Social Media: Sent Email/Text Message/30 Days	3,978	43.3%	95
Social Media: Sent Real/Virtual Gift/30 Days	146	1.6%	74
Social Media: Updated My Profile/30 Days	1,882	20.5%	123
Social Media: Watched Video/30 Days	4,114	44.8%	101
IM/Video Chat: Used Facebook Messenger/30 Days	5,218	56.8%	118
IM/Video Chat: Used FaceTime/30 Days	2,543	27.7%	88
IM/Video Chat: Used Google Duo/30 Days	723	7.9%	139
IM/Video Chat: Used Google Hangouts/30 Days	301	3.3%	91
IM/Video Chat: Used Google Meet/30 Days	493	5.4%	104
IM/Video Chat: Used Microsoft Teams/30 Days	576	6.3%	58
IM/Video Chat: Used Skype/30 Days	321	3.5%	63
IM/Video Chat: Used Slack/30 Days	100	1.1%	36
IM/Video Chat: Used Snapchat/30 Days	1,785	19.4%	135
IM/Video Chat: Used WhatsApp/30 Days	1,919	20.9%	121
IM/Video Chat: Used Zoom/30 Days	2,338	25.4%	76
Social Media: Follow Friends/Family Very Important	2,167	23.6%	102
Social Media: Meet New Friends Very Important	788	8.6%	135
Social Media: Keep in Touch Very Important	4,060	44.2%	103
Social Media: Reconnect w/People Very Important	1,669	18.2%	107
Social Media: Ntwrk w/Prof Contacts Very Important	686	7.5%	116
Social Media: Find Mutual Interests Very Important	689	7.5%	123
Social Media: Learn About Prods/Svcs Very Important	719	7.8%	133
Social Media: Rate/Review Prods/Svcs Very Important	548	6.0%	129
Social Media: Find Local Info Very Important	1,073	11.7%	104
Social Media: Find TV/Movie Info Very Important	843	9.2%	134
Social Media: Access to VIP Events Very Important	442	4.8%	135
Social Media: Get Exclusive Offers Very Important	799	8.7%	140
Social Media: Play Games Very Important	719	7.8%	120
Social Media: Support Fav Co/Brands Very Important	612	6.7%	163
Social Media: Track News/Events Very Important	1,291	14.0%	118
Used Bing Website or Search Engine/30 Days	697	7.6%	80
Used Google Website or Search Engine/30 Days	7,688	83.7%	97
Used Yahoo Website or Search Engine/30 Days	1,586	17.3%	105

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Used Indeed Job/Careers Website or App/30 Days	1,297	14.1%	104
Used Zillow Website or App/30 Days	1,208	13.1%	65
Used BuzzFeed Entertainment Website/App/30 Days	451	4.9%	87
Used Fandango Entertainment Website/App/30 Days	88	1.0%	80
Used ABC News Website or App/30 Days	719	7.8%	92
Used BBC News Website or App/30 Days	316	3.4%	58
Used CBS News Website or App/30 Days	528	5.7%	96
Used CNN Website or App/30 Days	1,088	11.8%	68
Used Fox News Website or App/30 Days	952	10.4%	69
Used HuffPost News Website or App/30 Days	335	3.6%	70
Used NBC News Website or App/30 Days	395	4.3%	66
Used Yahoo! News Website or App/30 Days	667	7.3%	86
Used ESPN Sports Website or App/30 Days	1,068	11.6%	74
Used Fox Sports Website or App/30 Days	432	4.7%	83
Used MLB Sports Website or App/30 Days	229	2.5%	70
Used NBA Sports Website or App/30 Days	349	3.8%	112
Used NFL Sports Website or App/30 Days	601	6.5%	96
Used PBS Website or App/30 Days	188	2.0%	67
Used Telemundo Website or App/30 Days	633	6.9%	269
Social Media: Follow Actors/Comedians	2,506	27.3%	106
Social Media: Follow Artists/Photographers	1,707	18.6%	105
Social Media: Follow Charitable Groups	1,408	15.3%	95
Social Media: Follow Chefs/Restaurants	2,019	22.0%	107
Social Media: Follow Companies/Brands	2,087	22.7%	98
Social Media: Follow Gamers	891	9.7%	130
Social Media: Follow Hobby-Related Groups	2,800	30.5%	103
Social Media: Follow Local Groups	2,131	23.2%	94
Social Media: Follow Magazines	921	10.0%	105
Social Media: Follow Medical/Ailment Groups	949	10.3%	131
Social Media: Follow Music Groups	2,545	27.7%	110
Social Media: Follow Newspapers	1,172	12.8%	96
Social Media: Follow Oth Celebrities	1,740	18.9%	124
Social Media: Follow Political Groups	1,305	14.2%	94
Social Media: Follow Politicians	1,218	13.3%	89
Social Media: Follow Religious Groups	1,548	16.8%	110
Social Media: Follow School Groups	1,538	16.7%	93
Social Media: Follow Sports/Athletes	1,820	19.8%	94
Social Media: Follow Travel-Related Groups	1,437	15.6%	112
Social Media: Follow TV Programs/Networks	2,043	22.2%	107

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