Demographic Summary	2022	2027
Population	2,165	2,132
Population 18+	1,518	1,490
Households	709	698
Median Household Income	$40,589	$44,289

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	107	7.0%	84
Participated in archery in last 12 months	45	3.0%	121
Participated in backpacking in last 12 months	36	2.4%	65
Participated in baseball in last 12 months	52	3.4%	117
Participated in basketball in last 12 months	82	5.4%	80
Participated in bicycling (mountain) in last 12 months	34	2.2%	59
Participated in bicycling (road) in last 12 months	98	6.5%	57
Participated in boating (power) in last 12 months	89	5.9%	115
Participated in bowling in last 12 months	93	6.1%	76
Participated in canoeing/kayaking in last 12 months	73	4.8%	66
Participated in fishing (fresh water) in last 12 months	225	14.8%	139
Participated in fishing (salt water) in last 12 months	62	4.1%	116
Participated in football in last 12 months	43	2.8%	92
Participated in Frisbee in last 12 months	41	2.7%	74
Participated in golf in last 12 months	85	5.6%	71
Participated in hiking in last 12 months	166	10.9%	68
Participated in horseback riding in last 12 months	38	2.5%	121
Participated in hunting with rifle in last 12 months	77	5.1%	146
Participated in hunting with shotgun in last 12 months	53	3.5%	125
Participated in ice skating in last 12 months	24	1.6%	68
Participated in jogging/running in last 12 months	100	6.6%	59
Participated in motorcycling in last 12 months	45	3.0%	104
Participated in Pilates in last 12 months	28	1.8%	59
Participated in ping pong in last 12 months	54	3.6%	102
Participated in rock climbing in last 12 months	24	1.6%	89
Participated in roller skating in last 12 months	30	2.0%	127
Participated in skiing (downhill) in last 12 months	15	1.0%	35
Participated in soccer in last 12 months	57	3.8%	96
Participated in softball in last 12 months	31	2.0%	107
Participated in swimming in last 12 months	184	12.1%	77
Participated in target shooting in last 12 months	109	7.2%	134
Participated in tennis in last 12 months	29	1.9%	51
Participated in volleyball in last 12 months	28	1.8%	70
Participated in walking for exercise in last 12 months	352	23.2%	74
Participated in weight lifting in last 12 months	119	7.8%	62
Participated in yoga in last 12 months	81	5.3%	51
Participated in Zumba in last 12 months	36	2.4%	73
Spent on sports/recreation equipment in last 12 months: $1-99	99	6.5%	104
Spent on sports/recreation equipment in last 12 months: $100-$249	78	5.1%	89
Spent on sports/recreation equipment in last 12 months: $250+	103	6.8%	79
Attend sports events: basketball game (college)	26	1.7%	106
Attend sports events: football game (college)	35	2.3%	84
Attend sports events: high school sports	54	3.6%	143
Attend sports events: baseball game (MLB regular season)	24	1.6%	48
Attend sports events	158	10.4%	82
Listen to sports on radio	130	8.6%	93
Watch sports on TV	775	51.1%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	33	2.2%	79
Watch on TV: auto racing (NASCAR)	119	7.8%	102
Watch on TV: auto racing (not NASCAR)	60	4.0%	100
Watch on TV: baseball (MLB regular season)	170	11.2%	62
Watch on TV: baseball (MLB playoffs/World Series)	167	11.0%	67
Watch on TV: basketball (college)	142	9.4%	73
Watch on TV: basketball (NCAA tournament)	102	6.7%	73
Watch on TV: basketball (NBA regular season)	173	11.4%	82
Watch on TV: basketball (NBA playoffs/finals)	160	10.5%	75
Watch on TV: basketball (WNBA)	41	2.7%	101
Watch on TV: bicycle racing	15	1.0%	54
Watch on TV: bowling	43	2.8%	128
Watch on TV: boxing	60	4.0%	68
Watch on TV: bull riding (pro)	48	3.2%	129
Watch on TV: esports on TV	53	3.5%	121
Watch on TV: extreme sports (summer)	34	2.2%	123
Watch on TV: extreme sports (winter)	38	2.5%	119
Watch on TV: figure skating	70	4.6%	91
Watch on TV: fishing	51	3.4%	98
Watch on TV: football (college)	344	22.7%	89
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	371	24.4%	78
Watch on TV: football (NFL weekend games)	341	22.5%	76
Watch on TV: football (NFL playoffs/Super Bowl)	338	22.3%	70
Watch on TV: golf (PGA)	126	8.3%	69
Watch on TV: golf (LPGA)	33	2.2%	77
Watch on TV: gymnastics	46	3.0%	74
Watch on TV: high school sports	50	3.3%	82
Watch on TV: horse racing (at track or OTB)	41	2.7%	106
Watch on TV: ice hockey (NHL regular season)	61	4.0%	51
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	64	4.2%	56
Watch on TV: mixed martial arts (MMA)	38	2.5%	101
Watch on TV: motorcycle racing	24	1.6%	102
Watch on TV: Olympics (summer)	98	6.5%	80
Watch on TV: Olympics (winter)	112	7.4%	93
Watch on TV: international soccer	54	3.6%	67
Watch on TV: rodeo	38	2.5%	142
Watch on TV: soccer (MLS)	66	4.3%	90
Watch on TV: U.S. men`s soccer national team	44	2.9%	83
Watch on TV: U.S. women`s soccer national team	48	3.2%	74
Watch on TV: soccer (World Cup)	54	3.6%	60
Watch on TV: tennis (men`s)	55	3.6%	53
Watch on TV: tennis (women`s)	55	3.6%	55
Watch on TV: track & field	41	2.7%	97
Watch on TV: volleyball (pro beach)	19	1.3%	68
Watch on TV: ultimate fighting championship (UFC)	65	4.3%	104
Watch on TV: other mixed martial arts (MMA)	38	2.5%	101
Watch on TV: wrestling (WWE)	64	4.2%	107
Interest in sports: college basketball super fan	47	3.1%	103
Interest in sports: college football super fan	103	6.8%	113
Interest in sports: golf super fan	18	1.2%	70
Interest in sports: high school sports super fan	26	1.7%	80
Interest in sports: International soccer super fan	54	3.6%	73
Interest in sports: MLB super fan	53	3.5%	80
Interest in sports: MLS soccer super fan	42	2.8%	94
Interest in sports: NASCAR super fan	26	1.7%	95
Interest in sports: NBA super fan	63	4.2%	89
Interest in sports: NFL super fan	97	6.4%	62
Interest in sports: NHL super fan	23	1.5%	55

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	163	10.7%	71
Member of church board	47	3.1%	110
Member of fraternal order	37	2.4%	96
Member of religious club	47	3.1%	94
Member of union	38	2.5%	61
Member of veterans club	29	1.9%	80
Participate in indoor gardening or plant care	174	11.5%	86
Attended adult education course in last 12 months	102	6.7%	68
Visited an aquarium in last 12 months	60	4.0%	74
Went to art gallery in last 12 months	64	4.2%	63
Attended auto show in last 12 months	72	4.7%	96
Did baking in last 12 months	358	23.6%	81
Barbecued in last 12 months	375	24.7%	81
Went to bar/night club in last 12 months	164	10.8%	64
Went to beach in last 12 months	320	21.1%	71
Played billiards/pool in last 12 months	99	6.5%	130
Played bingo in last 12 months	45	3.0%	72
Did birdwatching in last 12 months	73	4.8%	82
Played board game in last 12 months	249	16.4%	75
Read book in last 12 months	455	30.0%	80
Participated in book club in last 12 months	39	2.6%	72
Went on overnight camping trip in last 12 months	169	11.1%	85
Played cards in last 12 months	264	17.4%	93
Played chess in last 12 months	33	2.2%	58
Played computer game (offline w/software)/12 months	118	7.8%	96
Played computer game (online w/o software)/12 months	212	14.0%	94
Cooked for fun in last 12 months	288	19.0%	77
Did crossword puzzle in last 12 months	190	12.5%	98
Danced/went dancing in last 12 months	75	4.9%	61
Attended dance performance in last 12 months	38	2.5%	80
Dined out in last 12 months	658	43.3%	86
Flew a drone in last 12 months	32	2.1%	79
Attended state/county fair in last 12 months	147	9.7%	95
Participated in fantasy sports league last 12 months	49	3.2%	70
Did furniture refinishing in last 12 months	60	4.0%	88
Gambled at casino in last 12 months	130	8.6%	75
Gambled in Las Vegas in last 12 months	33	2.2%	63
Participate in indoor gardening/plant care	174	11.5%	86
Participated in genealogy in last 12 months	50	3.3%	66
Attended horse races in last 12 months	27	1.8%	90
Participated in karaoke in last 12 months	31	2.0%	58
Bought lottery ticket in last 12 months	496	32.7%	100
Played lottery 6+ times in last 30 days	186	12.3%	119
Bought lottery ticket in last 12 months: Daily Drawing	50	3.3%	96
Bought lottery ticket in last 12 months: Instant Game	304	20.0%	108
Bought lottery ticket in last 12 months: Mega Millions	244	16.1%	94
Bought lottery ticket in last 12 months: Powerball	275	18.1%	98
Attended a movie in last 6 months	620	40.8%	85
Attended movie in last 90 days: once/week or more	18	1.2%	84
Attended movie in last 90 days: 2-3 times a month	26	1.7%	73
Attended movie in last 90 days: once a month	46	3.0%	63
Attended movie in last 90 days: < once a month	417	27.5%	83
Movie genre seen at theater/6 months: action	260	17.1%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	288	19.0%	100
Movie genre seen at theater/6 months: animation genre	139	9.2%	88
Movie genre seen at theater/6 months: biography genre	78	5.1%	64
Movie genre seen at theater/6 months: comedy	209	13.8%	82
Movie genre seen at theater/6 months: crime	110	7.2%	85
Movie genre seen at theater/6 months: drama	231	15.2%	85
Movie genre seen at theater/6 months: family	94	6.2%	77
Movie genre seen at theater/6 months: fantasy	147	9.7%	89
Movie genre seen at theater/6 months: horror	78	5.1%	90
Movie genre seen at theater/6 months: romance	86	5.7%	81
Movie genre seen at theater/6 months: science fiction	151	9.9%	112
Movie genre seen at theater/6 months: thriller	122	8.0%	87
Went to museum in last 12 months	101	6.7%	53
Attended classical music/opera performance/12 months	38	2.5%	75
Attended country music performance in last 12 months	57	3.8%	77
Attended rock music performance in last 12 months	101	6.7%	84
Played musical instrument in last 12 months	80	5.3%	64
Did painting/drawing in last 12 months	124	8.2%	81
Did photo album/scrapbooking in last 12 months	63	4.2%	95
Did photography in last 12 months	97	6.4%	61
Did Sudoku puzzle in last 12 months	98	6.5%	70
Participated in tailgating in last 12 months	40	2.6%	82
Went to live theater in last 12 months	89	5.9%	58
Visited a theme park in last 12 months	168	11.1%	77
Visited a theme park 5+ times in last 12 months	44	2.9%	90
Participated in trivia games in last 12 months	114	7.5%	96
Played video/electronic game (console) last 12 months	184	12.1%	103
Played video/electronic game (portable) last 12 months	88	5.8%	97
Visited an indoor water park in last 12 months	27	1.8%	74
Did woodworking in last 12 months	76	5.0%	90
Went to zoo in last 12 months	141	9.3%	82
Bought 1-2 DVDs/30 Days	45	3.0%	99
Bought 3+ DVDs/30 Days	48	3.2%	134
Rented DVDs (movie or other video) in last 30 days: 1	31	2.0%	87
Rented DVDs (movie or other video) in last 30 days: 2	36	2.4%	107
Rented DVDs (movie or other video) in last 30 days: 3+	93	6.1%	162
Rented movie or other video/30 days: action/adventure	231	15.2%	80
Rented movie or other video/30 days: classics	70	4.6%	86
Rented movie or other video/30 days: comedy	204	13.4%	84
Rented movie or other video/30 days: drama	145	9.6%	79
Rented movie or other video/30 days: family/children	100	6.6%	89
Rented movie or other video/30 days: foreign	27	1.8%	85
Rented movie or other video/30 days: horror	126	8.3%	146
Rented movie or other video/30 days: musical	26	1.7%	70
Rented movie or other video/30 days: news/documentary	52	3.4%	87
Rented movie or other video/30 days: romance	90	5.9%	104
Rented movie or other video/30 days: science fiction	82	5.4%	84
Rented movie or other video/30 days: TV show	78	5.1%	75
Rented movie or other video/30 days: western	36	2.4%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	121	8.0%	67
Rented DVD/Blu-ray/30 days: from netflix.com	84	5.5%	70
Rented/purchased DVD/Blu-ray/30 days: from Redbox	148	9.7%	111
Bought any children`s toy/game in last 12 months	532	35.0%	97
Spent on toys/games for child last 12 months: $1-49	93	6.1%	89
Spent on toys/games for child last 12 months: $50-99	57	3.8%	121
Spent on toys/games for child last 12 months: $100-199	105	6.9%	95
Spent on toys/games for child last 12 months: $200-499	150	9.9%	98
Spent on toys/games for child last 12 months: $500+	59	3.9%	71
Bought infant toy in last 12 months	89	5.9%	87
Bought pre-school toy in last 12 months	104	6.9%	99
Bought for child last 12 months: boy action figure	125	8.2%	112
Bought for child last 12 months: girl action figure	48	3.2%	100
Bought for child last 12 months: action game	40	2.6%	104
Bought for child last 12 months: bicycle	112	7.4%	120
Bought for child last 12 months: board game	197	13.0%	90
Bought for child last 12 months: builder set	65	4.3%	79
Bought for child last 12 months: car	119	7.8%	102
Bought for child last 12 months: construction toy	64	4.2%	68
Bought for child last 12 months: fashion doll	59	3.9%	91
Bought for child last 12 months: large/baby doll	115	7.6%	115
Bought for child last 12 months: doll accessories	59	3.9%	97
Bought for child last 12 months: doll clothing	68	4.5%	120
Bought for child last 12 months: educational toy	182	12.0%	91
Bought for child last 12 months: electronic doll/animal	39	2.6%	98
Bought for child last 12 months: electronic game	93	6.1%	110
Bought for child last 12 months: mechanical toy	78	5.1%	127
Bought for child last 12 months: model kit/set	63	4.2%	116
Bought for child last 12 months: plush doll/animal	105	6.9%	74
Bought for child last 12 months: water toy	136	9.0%	104
Bought for child last 12 months: word game	34	2.2%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	205	13.5%	78
Bought hardcover book in last 12 months	284	18.7%	77
Bought paperback book in last 12 months	367	24.2%	77
Bought 1-3 books in last 12 months	288	19.0%	93
Bought 4-6 books in last 12 months	110	7.2%	68
Bought 7+ books in last 12 months	228	15.0%	78
Bought book (fiction) in last 12 months	352	23.2%	81
Bought book (non-fiction) in last 12 months	274	18.1%	67
Bought biography in last 12 months	72	4.7%	57
Bought children`s book in last 12 months	139	9.2%	92
Bought cookbook in last 12 months	82	5.4%	80
Bought history book in last 12 months	69	4.5%	48
Bought mystery book in last 12 months	150	9.9%	86
Bought novel in last 12 months	165	10.9%	73
Bought religious book (Not Bible) in last 12 months	105	6.9%	116
Bought romance book in last 12 months	73	4.8%	87
Bought science fiction book in last 12 months	79	5.2%	84
Bought personal/business self-help book last 12 months	83	5.5%	70
Bought travel book in last 12 months	19	1.3%	65
Purchased greeting card in last 12 months	705	46.4%	86
Bought book from Barnes & Noble store in last 12 months	118	7.8%	72
Bought book from other book store in last 12 months	110	7.2%	82
Bought book from Amazon Online in last 12 months	316	20.8%	68
Bought book from Barnes & Noble Online in last 12 months	29	1.9%	79
Bought book from iTunes/Apple Books in last 12 months	18	1.2%	69
Listened to Audiobook in last 6 months	82	5.4%	68

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