Demographic Summary	2022	2027
Population	8,313	8,056
Population 18+	6,346	6,114
Households	2,956	2,875
Median Household Income	$41,658	$43,645

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	387	6.1%	73
Participated in archery in last 12 months	182	2.9%	117
Participated in backpacking in last 12 months	202	3.2%	88
Participated in baseball in last 12 months	189	3.0%	102
Participated in basketball in last 12 months	366	5.8%	85
Participated in bicycling (mountain) in last 12 months	209	3.3%	87
Participated in bicycling (road) in last 12 months	656	10.3%	91
Participated in boating (power) in last 12 months	386	6.1%	119
Participated in bowling in last 12 months	437	6.9%	85
Participated in canoeing/kayaking in last 12 months	365	5.8%	79
Participated in fishing (fresh water) in last 12 months	803	12.7%	119
Participated in fishing (salt water) in last 12 months	335	5.3%	150
Participated in football in last 12 months	192	3.0%	98
Participated in Frisbee in last 12 months	190	3.0%	82
Participated in golf in last 12 months	566	8.9%	113
Participated in hiking in last 12 months	962	15.2%	95
Participated in horseback riding in last 12 months	135	2.1%	103
Participated in hunting with rifle in last 12 months	271	4.3%	123
Participated in hunting with shotgun in last 12 months	186	2.9%	105
Participated in ice skating in last 12 months	104	1.6%	70
Participated in jogging/running in last 12 months	582	9.2%	82
Participated in motorcycling in last 12 months	185	2.9%	102
Participated in Pilates in last 12 months	184	2.9%	93
Participated in ping pong in last 12 months	206	3.2%	93
Participated in rock climbing in last 12 months	94	1.5%	84
Participated in roller skating in last 12 months	104	1.6%	106
Participated in skiing (downhill) in last 12 months	155	2.4%	88
Participated in soccer in last 12 months	222	3.5%	89
Participated in softball in last 12 months	111	1.7%	92
Participated in swimming in last 12 months	938	14.8%	94
Participated in target shooting in last 12 months	418	6.6%	122
Participated in tennis in last 12 months	177	2.8%	74
Participated in volleyball in last 12 months	128	2.0%	77
Participated in walking for exercise in last 12 months	1,777	28.0%	90
Participated in weight lifting in last 12 months	716	11.3%	89
Participated in yoga in last 12 months	479	7.5%	73
Participated in Zumba in last 12 months	168	2.6%	81
Spent on sports/recreation equipment in last 12 months: $1-99	312	4.9%	78
Spent on sports/recreation equipment in last 12 months: $100-$249	326	5.1%	89
Spent on sports/recreation equipment in last 12 months: $250+	537	8.5%	99
Attend sports events: basketball game (college)	88	1.4%	86
Attend sports events: football game (college)	136	2.1%	78
Attend sports events: high school sports	134	2.1%	85
Attend sports events: baseball game (MLB regular season)	147	2.3%	70
Attend sports events	596	9.4%	74
Listen to sports on radio	436	6.9%	74
Watch sports on TV	3,519	55.5%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	176	2.8%	101
Watch on TV: auto racing (NASCAR)	618	9.7%	127
Watch on TV: auto racing (not NASCAR)	319	5.0%	127
Watch on TV: baseball (MLB regular season)	1,008	15.9%	88
Watch on TV: baseball (MLB playoffs/World Series)	917	14.5%	88
Watch on TV: basketball (college)	655	10.3%	81
Watch on TV: basketball (NCAA tournament)	461	7.3%	79
Watch on TV: basketball (NBA regular season)	708	11.2%	80
Watch on TV: basketball (NBA playoffs/finals)	770	12.1%	86
Watch on TV: basketball (WNBA)	163	2.6%	96
Watch on TV: bicycle racing	113	1.8%	96
Watch on TV: bowling	159	2.5%	113
Watch on TV: boxing	388	6.1%	105
Watch on TV: bull riding (pro)	201	3.2%	130
Watch on TV: esports on TV	140	2.2%	77
Watch on TV: extreme sports (summer)	157	2.5%	135
Watch on TV: extreme sports (winter)	176	2.8%	132
Watch on TV: figure skating	295	4.6%	92
Watch on TV: fishing	255	4.0%	117
Watch on TV: football (college)	1,433	22.6%	89
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	1,845	29.1%	93
Watch on TV: football (NFL weekend games)	1,760	27.7%	94
Watch on TV: football (NFL playoffs/Super Bowl)	1,887	29.7%	94
Watch on TV: golf (PGA)	820	12.9%	108
Watch on TV: golf (LPGA)	205	3.2%	114
Watch on TV: gymnastics	212	3.3%	81
Watch on TV: high school sports	167	2.6%	65
Watch on TV: horse racing (at track or OTB)	137	2.2%	85
Watch on TV: ice hockey (NHL regular season)	365	5.8%	73
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	365	5.8%	76
Watch on TV: mixed martial arts (MMA)	212	3.3%	135
Watch on TV: motorcycle racing	106	1.7%	108
Watch on TV: Olympics (summer)	558	8.8%	108
Watch on TV: Olympics (winter)	533	8.4%	106
Watch on TV: international soccer	329	5.2%	98
Watch on TV: rodeo	151	2.4%	135
Watch on TV: soccer (MLS)	320	5.0%	104
Watch on TV: U.S. men`s soccer national team	185	2.9%	83
Watch on TV: U.S. women`s soccer national team	230	3.6%	84
Watch on TV: soccer (World Cup)	331	5.2%	88
Watch on TV: tennis (men`s)	336	5.3%	78
Watch on TV: tennis (women`s)	356	5.6%	85
Watch on TV: track & field	149	2.3%	85
Watch on TV: volleyball (pro beach)	94	1.5%	81
Watch on TV: ultimate fighting championship (UFC)	326	5.1%	125
Watch on TV: other mixed martial arts (MMA)	212	3.3%	135
Watch on TV: wrestling (WWE)	225	3.5%	90
Interest in sports: college basketball super fan	175	2.8%	92
Interest in sports: college football super fan	346	5.5%	90
Interest in sports: golf super fan	137	2.2%	128
Interest in sports: high school sports super fan	84	1.3%	62
Interest in sports: International soccer super fan	247	3.9%	80
Interest in sports: MLB super fan	218	3.4%	79
Interest in sports: MLS soccer super fan	167	2.6%	89
Interest in sports: NASCAR super fan	133	2.1%	116
Interest in sports: NBA super fan	235	3.7%	80
Interest in sports: NFL super fan	601	9.5%	92
Interest in sports: NHL super fan	126	2.0%	72

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	1,124	17.7%	117
Member of church board	205	3.2%	114
Member of fraternal order	163	2.6%	101
Member of religious club	156	2.5%	74
Member of union	200	3.2%	77
Member of veterans club	208	3.3%	137
Participate in indoor gardening or plant care	861	13.6%	102
Attended adult education course in last 12 months	456	7.2%	73
Visited an aquarium in last 12 months	231	3.6%	68
Went to art gallery in last 12 months	324	5.1%	76
Attended auto show in last 12 months	355	5.6%	114
Did baking in last 12 months	1,766	27.8%	95
Barbecued in last 12 months	1,789	28.2%	92
Went to bar/night club in last 12 months	914	14.4%	85
Went to beach in last 12 months	1,640	25.8%	87
Played billiards/pool in last 12 months	251	4.0%	79
Played bingo in last 12 months	297	4.7%	114
Did birdwatching in last 12 months	356	5.6%	96
Played board game in last 12 months	1,088	17.1%	79
Read book in last 12 months	2,221	35.0%	93
Participated in book club in last 12 months	222	3.5%	98
Went on overnight camping trip in last 12 months	923	14.5%	112
Played cards in last 12 months	967	15.2%	82
Played chess in last 12 months	190	3.0%	79
Played computer game (offline w/software)/12 months	481	7.6%	93
Played computer game (online w/o software)/12 months	929	14.6%	98
Cooked for fun in last 12 months	1,370	21.6%	88
Did crossword puzzle in last 12 months	778	12.3%	96
Danced/went dancing in last 12 months	459	7.2%	90
Attended dance performance in last 12 months	207	3.3%	104
Dined out in last 12 months	2,953	46.5%	92
Flew a drone in last 12 months	131	2.1%	77
Attended state/county fair in last 12 months	574	9.0%	88
Participated in fantasy sports league last 12 months	235	3.7%	81
Did furniture refinishing in last 12 months	291	4.6%	102
Gambled at casino in last 12 months	637	10.0%	88
Gambled in Las Vegas in last 12 months	194	3.1%	89
Participate in indoor gardening/plant care	861	13.6%	102
Participated in genealogy in last 12 months	297	4.7%	94
Attended horse races in last 12 months	120	1.9%	96
Participated in karaoke in last 12 months	172	2.7%	77
Bought lottery ticket in last 12 months	2,152	33.9%	104
Played lottery 6+ times in last 30 days	813	12.8%	125
Bought lottery ticket in last 12 months: Daily Drawing	202	3.2%	93
Bought lottery ticket in last 12 months: Instant Game	1,155	18.2%	98
Bought lottery ticket in last 12 months: Mega Millions	1,140	18.0%	105
Bought lottery ticket in last 12 months: Powerball	1,234	19.4%	106
Attended a movie in last 6 months	2,800	44.1%	92
Attended movie in last 90 days: once/week or more	77	1.2%	85
Attended movie in last 90 days: 2-3 times a month	135	2.1%	90
Attended movie in last 90 days: once a month	195	3.1%	64
Attended movie in last 90 days: < once a month	1,922	30.3%	92
Movie genre seen at theater/6 months: action	967	15.2%	89

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	1,053	16.6%	88
Movie genre seen at theater/6 months: animation genre	598	9.4%	90
Movie genre seen at theater/6 months: biography genre	357	5.6%	71
Movie genre seen at theater/6 months: comedy	895	14.1%	84
Movie genre seen at theater/6 months: crime	420	6.6%	78
Movie genre seen at theater/6 months: drama	958	15.1%	84
Movie genre seen at theater/6 months: family	428	6.7%	84
Movie genre seen at theater/6 months: fantasy	560	8.8%	81
Movie genre seen at theater/6 months: horror	256	4.0%	71
Movie genre seen at theater/6 months: romance	318	5.0%	72
Movie genre seen at theater/6 months: science fiction	489	7.7%	87
Movie genre seen at theater/6 months: thriller	498	7.8%	85
Went to museum in last 12 months	513	8.1%	64
Attended classical music/opera performance/12 months	204	3.2%	97
Attended country music performance in last 12 months	287	4.5%	93
Attended rock music performance in last 12 months	432	6.8%	86
Played musical instrument in last 12 months	512	8.1%	99
Did painting/drawing in last 12 months	555	8.7%	87
Did photo album/scrapbooking in last 12 months	276	4.3%	99
Did photography in last 12 months	635	10.0%	95
Did Sudoku puzzle in last 12 months	459	7.2%	78
Participated in tailgating in last 12 months	168	2.6%	83
Went to live theater in last 12 months	422	6.6%	66
Visited a theme park in last 12 months	749	11.8%	82
Visited a theme park 5+ times in last 12 months	215	3.4%	105
Participated in trivia games in last 12 months	421	6.6%	85
Played video/electronic game (console) last 12 months	576	9.1%	77
Played video/electronic game (portable) last 12 months	298	4.7%	79
Visited an indoor water park in last 12 months	95	1.5%	62
Did woodworking in last 12 months	386	6.1%	109
Went to zoo in last 12 months	548	8.6%	76
Bought 1-2 DVDs/30 Days	169	2.7%	88
Bought 3+ DVDs/30 Days	109	1.7%	73
Rented DVDs (movie or other video) in last 30 days: 1	128	2.0%	86
Rented DVDs (movie or other video) in last 30 days: 2	158	2.5%	112
Rented DVDs (movie or other video) in last 30 days: 3+	348	5.5%	145
Rented movie or other video/30 days: action/adventure	1,238	19.5%	102
Rented movie or other video/30 days: classics	368	5.8%	108
Rented movie or other video/30 days: comedy	1,022	16.1%	101
Rented movie or other video/30 days: drama	790	12.4%	103
Rented movie or other video/30 days: family/children	382	6.0%	81
Rented movie or other video/30 days: foreign	115	1.8%	87
Rented movie or other video/30 days: horror	448	7.1%	124
Rented movie or other video/30 days: musical	135	2.1%	87
Rented movie or other video/30 days: news/documentary	281	4.4%	112
Rented movie or other video/30 days: romance	464	7.3%	129
Rented movie or other video/30 days: science fiction	382	6.0%	94
Rented movie or other video/30 days: TV show	398	6.3%	92
Rented movie or other video/30 days: western	142	2.2%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	566	8.9%	75
Rented DVD/Blu-ray/30 days: from netflix.com	443	7.0%	89
Rented/purchased DVD/Blu-ray/30 days: from Redbox	639	10.1%	114
Bought any children`s toy/game in last 12 months	2,177	34.3%	94
Spent on toys/games for child last 12 months: $1-49	369	5.8%	85
Spent on toys/games for child last 12 months: $50-99	239	3.8%	121
Spent on toys/games for child last 12 months: $100-199	431	6.8%	93
Spent on toys/games for child last 12 months: $200-499	655	10.3%	102
Spent on toys/games for child last 12 months: $500+	305	4.8%	88
Bought infant toy in last 12 months	452	7.1%	105
Bought pre-school toy in last 12 months	421	6.6%	96
Bought for child last 12 months: boy action figure	444	7.0%	95
Bought for child last 12 months: girl action figure	191	3.0%	95
Bought for child last 12 months: action game	169	2.7%	105
Bought for child last 12 months: bicycle	358	5.6%	92
Bought for child last 12 months: board game	844	13.3%	92
Bought for child last 12 months: builder set	320	5.0%	93
Bought for child last 12 months: car	475	7.5%	98
Bought for child last 12 months: construction toy	372	5.9%	94
Bought for child last 12 months: fashion doll	249	3.9%	92
Bought for child last 12 months: large/baby doll	424	6.7%	102
Bought for child last 12 months: doll accessories	228	3.6%	89
Bought for child last 12 months: doll clothing	235	3.7%	99
Bought for child last 12 months: educational toy	798	12.6%	95
Bought for child last 12 months: electronic doll/animal	138	2.2%	83
Bought for child last 12 months: electronic game	351	5.5%	99
Bought for child last 12 months: mechanical toy	261	4.1%	102
Bought for child last 12 months: model kit/set	242	3.8%	106
Bought for child last 12 months: plush doll/animal	489	7.7%	83
Bought for child last 12 months: water toy	526	8.3%	96
Bought for child last 12 months: word game	138	2.2%	90

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	948	14.9%	86
Bought hardcover book in last 12 months	1,356	21.4%	88
Bought paperback book in last 12 months	1,781	28.1%	90
Bought 1-3 books in last 12 months	1,172	18.5%	90
Bought 4-6 books in last 12 months	512	8.1%	75
Bought 7+ books in last 12 months	1,150	18.1%	95
Bought book (fiction) in last 12 months	1,622	25.6%	89
Bought book (non-fiction) in last 12 months	1,455	22.9%	85
Bought biography in last 12 months	382	6.0%	73
Bought children`s book in last 12 months	640	10.1%	101
Bought cookbook in last 12 months	442	7.0%	103
Bought history book in last 12 months	433	6.8%	71
Bought mystery book in last 12 months	708	11.2%	97
Bought novel in last 12 months	785	12.4%	83
Bought religious book (Not Bible) in last 12 months	321	5.1%	85
Bought romance book in last 12 months	320	5.0%	92
Bought science fiction book in last 12 months	341	5.4%	87
Bought personal/business self-help book last 12 months	385	6.1%	78
Bought travel book in last 12 months	130	2.0%	106
Purchased greeting card in last 12 months	3,217	50.7%	93
Bought book from Barnes & Noble store in last 12 months	530	8.4%	78
Bought book from other book store in last 12 months	532	8.4%	95
Bought book from Amazon Online in last 12 months	1,661	26.2%	85
Bought book from Barnes & Noble Online in last 12 months	135	2.1%	88
Bought book from iTunes/Apple Books in last 12 months	82	1.3%	75
Listened to Audiobook in last 6 months	380	6.0%	75

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