Demographic Summary	2022	2027
Population	1,059	1,057
Population 18+	629	611
Households	299	299
Median Household Income	$26,469	$31,903

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	35	5.6%	66
Participated in archery in last 12 months	7	1.1%	45
Participated in backpacking in last 12 months	14	2.2%	61
Participated in baseball in last 12 months	23	3.7%	125
Participated in basketball in last 12 months	28	4.5%	66
Participated in bicycling (mountain) in last 12 months	17	2.7%	72
Participated in bicycling (road) in last 12 months	40	6.4%	56
Participated in boating (power) in last 12 months	18	2.9%	56
Participated in bowling in last 12 months	40	6.4%	79
Participated in canoeing/kayaking in last 12 months	20	3.2%	43
Participated in fishing (fresh water) in last 12 months	51	8.1%	76
Participated in fishing (salt water) in last 12 months	22	3.5%	99
Participated in football in last 12 months	13	2.1%	67
Participated in Frisbee in last 12 months	10	1.6%	44
Participated in golf in last 12 months	18	2.9%	36
Participated in hiking in last 12 months	50	7.9%	50
Participated in horseback riding in last 12 months	18	2.9%	138
Participated in hunting with rifle in last 12 months	17	2.7%	78
Participated in hunting with shotgun in last 12 months	9	1.4%	51
Participated in ice skating in last 12 months	6	1.0%	41
Participated in jogging/running in last 12 months	49	7.8%	70
Participated in motorcycling in last 12 months	11	1.7%	61
Participated in Pilates in last 12 months	11	1.7%	56
Participated in ping pong in last 12 months	15	2.4%	68
Participated in rock climbing in last 12 months	9	1.4%	81
Participated in roller skating in last 12 months	16	2.5%	164
Participated in skiing (downhill) in last 12 months	4	0.6%	23
Participated in soccer in last 12 months	42	6.7%	171
Participated in softball in last 12 months	9	1.4%	75
Participated in swimming in last 12 months	70	11.1%	71
Participated in target shooting in last 12 months	22	3.5%	65
Participated in tennis in last 12 months	16	2.5%	68
Participated in volleyball in last 12 months	12	1.9%	73
Participated in walking for exercise in last 12 months	118	18.8%	60
Participated in weight lifting in last 12 months	59	9.4%	74
Participated in yoga in last 12 months	31	4.9%	48
Participated in Zumba in last 12 months	26	4.1%	127
Spent on sports/recreation equipment in last 12 months: $1-99	32	5.1%	81
Spent on sports/recreation equipment in last 12 months: $100-$249	24	3.8%	66
Spent on sports/recreation equipment in last 12 months: $250+	30	4.8%	56
Attend sports events: basketball game (college)	7	1.1%	69
Attend sports events: football game (college)	11	1.7%	64
Attend sports events: high school sports	11	1.7%	70
Attend sports events: baseball game (MLB regular season)	17	2.7%	82
Attend sports events	47	7.5%	59
Listen to sports on radio	34	5.4%	58
Watch sports on TV	312	49.6%	85

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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 2022 and 2027.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	12	1.9%	69
Watch on TV: auto racing (NASCAR)	31	4.9%	64
Watch on TV: auto racing (not NASCAR)	22	3.5%	89
Watch on TV: baseball (MLB regular season)	75	11.9%	66
Watch on TV: baseball (MLB playoffs/World Series)	70	11.1%	68
Watch on TV: basketball (college)	39	6.2%	48
Watch on TV: basketball (NCAA tournament)	34	5.4%	58
Watch on TV: basketball (NBA regular season)	65	10.3%	74
Watch on TV: basketball (NBA playoffs/finals)	73	11.6%	82
Watch on TV: basketball (WNBA)	15	2.4%	89
Watch on TV: bicycle racing	7	1.1%	60
Watch on TV: bowling	9	1.4%	65
Watch on TV: boxing	48	7.6%	131
Watch on TV: bull riding (pro)	20	3.2%	130
Watch on TV: esports on TV	21	3.3%	116
Watch on TV: extreme sports (summer)	14	2.2%	122
Watch on TV: extreme sports (winter)	11	1.7%	83
Watch on TV: figure skating	20	3.2%	63
Watch on TV: fishing	22	3.5%	102
Watch on TV: football (college)	99	15.7%	62
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	129	20.5%	66
Watch on TV: football (NFL weekend games)	122	19.4%	66
Watch on TV: football (NFL playoffs/Super Bowl)	127	20.2%	64
Watch on TV: golf (PGA)	39	6.2%	52
Watch on TV: golf (LPGA)	10	1.6%	56
Watch on TV: gymnastics	16	2.5%	62
Watch on TV: high school sports	14	2.2%	55
Watch on TV: horse racing (at track or OTB)	13	2.1%	81
Watch on TV: ice hockey (NHL regular season)	21	3.3%	42
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	24	3.8%	50
Watch on TV: mixed martial arts (MMA)	14	2.2%	90
Watch on TV: motorcycle racing	11	1.7%	113
Watch on TV: Olympics (summer)	34	5.4%	67
Watch on TV: Olympics (winter)	30	4.8%	60
Watch on TV: international soccer	65	10.3%	195
Watch on TV: rodeo	13	2.1%	117
Watch on TV: soccer (MLS)	49	7.8%	161
Watch on TV: U.S. men`s soccer national team	26	4.1%	118
Watch on TV: U.S. women`s soccer national team	30	4.8%	111
Watch on TV: soccer (World Cup)	55	8.7%	148
Watch on TV: tennis (men`s)	30	4.8%	70
Watch on TV: tennis (women`s)	34	5.4%	82
Watch on TV: track & field	12	1.9%	69
Watch on TV: volleyball (pro beach)	15	2.4%	130
Watch on TV: ultimate fighting championship (UFC)	33	5.2%	128
Watch on TV: other mixed martial arts (MMA)	14	2.2%	90
Watch on TV: wrestling (WWE)	33	5.2%	133
Interest in sports: college basketball super fan	10	1.6%	53
Interest in sports: college football super fan	25	4.0%	66
Interest in sports: golf super fan	6	1.0%	56
Interest in sports: high school sports super fan	10	1.6%	75
Interest in sports: International soccer super fan	39	6.2%	128
Interest in sports: MLB super fan	21	3.3%	77
Interest in sports: MLS soccer super fan	27	4.3%	146
Interest in sports: NASCAR super fan	7	1.1%	62
Interest in sports: NBA super fan	27	4.3%	92
Interest in sports: NFL super fan	56	8.9%	86
Interest in sports: NHL super fan	7	1.1%	40

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	41	6.5%	43
Member of church board	16	2.5%	90
Member of fraternal order	10	1.6%	62
Member of religious club	15	2.4%	72
Member of union	14	2.2%	54
Member of veterans club	12	1.9%	80
Participate in indoor gardening or plant care	69	11.0%	82
Attended adult education course in last 12 months	44	7.0%	71
Visited an aquarium in last 12 months	27	4.3%	80
Went to art gallery in last 12 months	28	4.5%	66
Attended auto show in last 12 months	31	4.9%	100
Did baking in last 12 months	113	18.0%	62
Barbecued in last 12 months	146	23.2%	76
Went to bar/night club in last 12 months	69	11.0%	65
Went to beach in last 12 months	137	21.8%	73
Played billiards/pool in last 12 months	26	4.1%	82
Played bingo in last 12 months	29	4.6%	112
Did birdwatching in last 12 months	17	2.7%	46
Played board game in last 12 months	93	14.8%	68
Read book in last 12 months	131	20.8%	56
Participated in book club in last 12 months	15	2.4%	67
Went on overnight camping trip in last 12 months	74	11.8%	90
Played cards in last 12 months	69	11.0%	59
Played chess in last 12 months	17	2.7%	72
Played computer game (offline w/software)/12 months	36	5.7%	70
Played computer game (online w/o software)/12 months	64	10.2%	68
Cooked for fun in last 12 months	112	17.8%	72
Did crossword puzzle in last 12 months	33	5.2%	41
Danced/went dancing in last 12 months	45	7.2%	89
Attended dance performance in last 12 months	15	2.4%	76
Dined out in last 12 months	215	34.2%	67
Flew a drone in last 12 months	8	1.3%	47
Attended state/county fair in last 12 months	59	9.4%	92
Participated in fantasy sports league last 12 months	17	2.7%	59
Did furniture refinishing in last 12 months	14	2.2%	49
Gambled at casino in last 12 months	42	6.7%	59
Gambled in Las Vegas in last 12 months	15	2.4%	69
Participate in indoor gardening/plant care	69	11.0%	82
Participated in genealogy in last 12 months	18	2.9%	58
Attended horse races in last 12 months	10	1.6%	80
Participated in karaoke in last 12 months	25	4.0%	113
Bought lottery ticket in last 12 months	169	26.9%	82
Played lottery 6+ times in last 30 days	70	11.1%	108
Bought lottery ticket in last 12 months: Daily Drawing	11	1.7%	51
Bought lottery ticket in last 12 months: Instant Game	89	14.1%	76
Bought lottery ticket in last 12 months: Mega Millions	89	14.1%	83
Bought lottery ticket in last 12 months: Powerball	96	15.3%	83
Attended a movie in last 6 months	269	42.8%	89
Attended movie in last 90 days: once/week or more	8	1.3%	90
Attended movie in last 90 days: 2-3 times a month	18	2.9%	121
Attended movie in last 90 days: once a month	24	3.8%	79
Attended movie in last 90 days: < once a month	169	26.9%	81
Movie genre seen at theater/6 months: action	117	18.6%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	124	19.7%	104
Movie genre seen at theater/6 months: animation genre	83	13.2%	126
Movie genre seen at theater/6 months: biography genre	25	4.0%	50
Movie genre seen at theater/6 months: comedy	104	16.5%	98
Movie genre seen at theater/6 months: crime	46	7.3%	86
Movie genre seen at theater/6 months: drama	90	14.3%	80
Movie genre seen at theater/6 months: family	55	8.7%	109
Movie genre seen at theater/6 months: fantasy	63	10.0%	92
Movie genre seen at theater/6 months: horror	39	6.2%	109
Movie genre seen at theater/6 months: romance	30	4.8%	68
Movie genre seen at theater/6 months: science fiction	66	10.5%	118
Movie genre seen at theater/6 months: thriller	76	12.1%	131
Went to museum in last 12 months	34	5.4%	43
Attended classical music/opera performance/12 months	12	1.9%	57
Attended country music performance in last 12 months	20	3.2%	65
Attended rock music performance in last 12 months	26	4.1%	52
Played musical instrument in last 12 months	36	5.7%	70
Did painting/drawing in last 12 months	55	8.7%	87
Did photo album/scrapbooking in last 12 months	11	1.7%	40
Did photography in last 12 months	51	8.1%	77
Did Sudoku puzzle in last 12 months	29	4.6%	50
Participated in tailgating in last 12 months	7	1.1%	35
Went to live theater in last 12 months	19	3.0%	30
Visited a theme park in last 12 months	90	14.3%	100
Visited a theme park 5+ times in last 12 months	34	5.4%	167
Participated in trivia games in last 12 months	22	3.5%	45
Played video/electronic game (console) last 12 months	79	12.6%	107
Played video/electronic game (portable) last 12 months	35	5.6%	93
Visited an indoor water park in last 12 months	13	2.1%	86
Did woodworking in last 12 months	16	2.5%	46
Went to zoo in last 12 months	55	8.7%	77
Bought 1-2 DVDs/30 Days	19	3.0%	100
Bought 3+ DVDs/30 Days	5	0.8%	34
Rented DVDs (movie or other video) in last 30 days: 1	29	4.6%	197
Rented DVDs (movie or other video) in last 30 days: 2	19	3.0%	136
Rented DVDs (movie or other video) in last 30 days: 3+	36	5.7%	151
Rented movie or other video/30 days: action/adventure	112	17.8%	93
Rented movie or other video/30 days: classics	30	4.8%	89
Rented movie or other video/30 days: comedy	83	13.2%	83
Rented movie or other video/30 days: drama	58	9.2%	76
Rented movie or other video/30 days: family/children	52	8.3%	111
Rented movie or other video/30 days: foreign	14	2.2%	106
Rented movie or other video/30 days: horror	46	7.3%	128
Rented movie or other video/30 days: musical	13	2.1%	84
Rented movie or other video/30 days: news/documentary	18	2.9%	73
Rented movie or other video/30 days: romance	34	5.4%	95
Rented movie or other video/30 days: science fiction	30	4.8%	75
Rented movie or other video/30 days: TV show	36	5.7%	84
Rented movie or other video/30 days: western	10	1.6%	73

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	41	6.5%	55
Rented DVD/Blu-ray/30 days: from netflix.com	34	5.4%	69
Rented/purchased DVD/Blu-ray/30 days: from Redbox	83	13.2%	150
Bought any children`s toy/game in last 12 months	239	38.0%	105
Spent on toys/games for child last 12 months: $1-49	36	5.7%	83
Spent on toys/games for child last 12 months: $50-99	22	3.5%	113
Spent on toys/games for child last 12 months: $100-199	50	7.9%	109
Spent on toys/games for child last 12 months: $200-499	55	8.7%	87
Spent on toys/games for child last 12 months: $500+	29	4.6%	84
Bought infant toy in last 12 months	55	8.7%	129
Bought pre-school toy in last 12 months	54	8.6%	125
Bought for child last 12 months: boy action figure	50	7.9%	108
Bought for child last 12 months: girl action figure	19	3.0%	95
Bought for child last 12 months: action game	7	1.1%	44
Bought for child last 12 months: bicycle	53	8.4%	137
Bought for child last 12 months: board game	74	11.8%	81
Bought for child last 12 months: builder set	25	4.0%	73
Bought for child last 12 months: car	46	7.3%	95
Bought for child last 12 months: construction toy	37	5.9%	95
Bought for child last 12 months: fashion doll	24	3.8%	89
Bought for child last 12 months: large/baby doll	55	8.7%	133
Bought for child last 12 months: doll accessories	37	5.9%	146
Bought for child last 12 months: doll clothing	29	4.6%	124
Bought for child last 12 months: educational toy	75	11.9%	90
Bought for child last 12 months: electronic doll/animal	23	3.7%	140
Bought for child last 12 months: electronic game	39	6.2%	111
Bought for child last 12 months: mechanical toy	21	3.3%	82
Bought for child last 12 months: model kit/set	12	1.9%	53
Bought for child last 12 months: plush doll/animal	56	8.9%	96
Bought for child last 12 months: water toy	73	11.6%	135
Bought for child last 12 months: word game	11	1.7%	73

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	74	11.8%	68
Bought hardcover book in last 12 months	106	16.9%	69
Bought paperback book in last 12 months	138	21.9%	70
Bought 1-3 books in last 12 months	100	15.9%	78
Bought 4-6 books in last 12 months	48	7.6%	71
Bought 7+ books in last 12 months	77	12.2%	64
Bought book (fiction) in last 12 months	112	17.8%	62
Bought book (non-fiction) in last 12 months	104	16.5%	61
Bought biography in last 12 months	37	5.9%	71
Bought children`s book in last 12 months	64	10.2%	102
Bought cookbook in last 12 months	38	6.0%	89
Bought history book in last 12 months	39	6.2%	65
Bought mystery book in last 12 months	46	7.3%	63
Bought novel in last 12 months	59	9.4%	63
Bought religious book (Not Bible) in last 12 months	33	5.2%	88
Bought romance book in last 12 months	28	4.5%	81
Bought science fiction book in last 12 months	31	4.9%	80
Bought personal/business self-help book last 12 months	29	4.6%	59
Bought travel book in last 12 months	8	1.3%	66
Purchased greeting card in last 12 months	213	33.9%	62
Bought book from Barnes & Noble store in last 12 months	33	5.2%	49
Bought book from other book store in last 12 months	44	7.0%	79
Bought book from Amazon Online in last 12 months	102	16.2%	53
Bought book from Barnes & Noble Online in last 12 months	9	1.4%	59
Bought book from iTunes/Apple Books in last 12 months	8	1.3%	74
Listened to Audiobook in last 6 months	33	5.2%	66

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